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THE BCA REPORT:
A NEW LOOK AT BUSINESS SUPPORT TO THE ARTS IN THE U.S.

Commissioned By: Business Committee for the Arts, Inc.

Conducted By: Research & Forecasts, Inc.

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TABLE OF CONTENTS

		Page
FOREWORD		1
INTRODUCTION		3
OVERVIEW		8
SECTION 1:	CHARITABLE CONTRIBUTIONS AND ART SUPPORT	18
	How Much Does Business Give?	19
	Distributions of Arts Support	21
	Business Support to the Arts: Past, Present and Future	23
SECTION 2:	BUSINESS ROLE IN PUBLIC SERVICE	29
	Business Attitudes Toward Charitable Contributions	29
	Contributors and Non-contributors to Charities	32
	Who Benefits from Business Charitable Support	40
	BCA Members	42
SECTION 3:	PROCEDURES AND PREFERENCES IN SUPPORT OF THE ARTS	48
	Decision-Making	48
	Procedures for Art Support	50
	Preferences in Art Support	56
	BCA Members	67
SECTION 4:	WHY DOES BUSINESS GIVE TO THE ARTS?	78
	Reasons for Giving	78
	Expectations	82
	BCA Members	85
METHODOLOGY		87
QUESTIONNAIRE		92

FOREWORD

The Business Committee for the Arts, Inc. (BCA) is a national not-for-profit organization of business leaders founded in 1967 by David Rockefeller to encourage business to support the arts. During the past 22 years, BCA has worked with its members and thousands of businesses throughout the United States to develop new initiatives with the arts. Additionally, the Committee has become a national resource for information about business-arts partnerships. As part of its research activities, BCA periodically undertakes a national study to gather information from American businesses about their support to the arts.

Traditionally, these studies have focused on collecting only financial information such as the total amount of business support to the arts in America; the number of dollars given to each art discipline; and the geographic distribution of business support to the arts. Since BCA conducted its last survey in 1986 to capture information about 1985, there have been many major changes in the business world which are believed to be influencing the relationship between business and the arts. BCA commissioned Research & Forecasts, Inc. to conduct a national study to examine this notion and to elicit information about the business level of support to the arts in 1988, as well as attitudes and trends relating to this support. The study was

structured to gather this information from small businesses, $1 million or more in annual sales. The study was also designed to determine to what extent business was providing the arts with non-cash assistance in such forms as volunteerism, donated space, products and services, as well as marketing, advertising and public relations opportunities.

The results of this study reveal some new and significant information about shifts and trends in business-arts alliances in the United States. This information offers both business and the arts many challenges and opportunities to forge dynamic new partnerships in the 1990's.

Judith A. Jedlicka, President
Business Committee for the Arts, Inc.

INTRODUCTION

Background

The Business Committee for the Arts, Inc. (BCA) commissioned Research & Forecasts, Inc. to conduct a nation-wide survey of American business. The study was undertaken in order to provide the BCA members, the business community and the general public with an in-depth understanding about business attitudes and support activities on behalf of the arts. In particular, BCA was interested in placing information about monetary donations to the arts within a larger context of business philosophy and business philanthropy, thereby contributing to the overall understanding of business support of the arts.

This study departs from studies previously commissioned by the BCA in that, it represents the entire 955,876 U.S. businesses -with sales revenues of $1 million and over - listed by Dun and Bradstreet, Inc. in 1988. A sampling frame was purchased from Dun and Bradstreet, Inc., from which the final sample of 1,007 companies that are included in this survey was randomly selected.

Today, support of the arts is no longer the exclusive province of major corporations. Ways to support the arts, for business of all

sizes, have evolved that include many alternatives to cash contributions, including: gifts of securities, company products, professional services, property, space and/or equipment. Moreover, there is a growing recognition that involvement with the arts can meet business objectives and generate good public relations in the community where companies conduct their business.

BCA, in its role as the advocate of business patronage of the arts, serves a critical function. In light of this function, the BCA decided to expand the scope of this study to include, in addition to the previously sought estimates of business financial support of the arts, several important attitudinal questions as follows:

- Why does business choose to support or not support the arts?
- Who is making these decisions?
- Who is benefiting from these decisions?
- Are there special decision-making systems established to handle support for the arts? If so, in which types of companies?
- How does business feel about its role and responsibility with regard to charitable causes in general and the arts in particular?
- What are the perceived benefits of supporting the arts?
- What are the disappointments?

- Does business have an obligation to pick up the slack for decreasing government giving?

The Survey

The survey was conducted from the business telephone research center of Research & Forecasts, Inc. during the month of August, 1989. It involved a sample of 1,007 United States businesses representing a universe of 955,876 companies. In addition, interviews were also conducted with 79 current BCA member companies.

A comprehensive questionnaire was used to elicit information on the total sum given to charitable causes, the sum given to the arts in general and funds contributed to specific art forms in particular. Additional information was sought on attitudes toward an array of issues relevant to the topic. Responses were analyzed demographically and statistically to provide the basis for projection to the entire U. S. business population.

Organization of the Report

The Overview following this introduction, summarizes key findings derived from analysis of the sample data, projecting these onto the entire U.S. business population. Distinctive trends or patterns pertinent to type of industry, size of company, and regional location, are emphasized when appropriate.

Sections 1 through 4 present a discussion of the findings accompanied by supporting tables. The findings of the BCA survey are set forth at the end of each section, followed by comparative analyses. When discussing the BCA findings, the references are made to "BCA members" or just to "the members." In contrast, when presenting findings which pertain to the representative sample of the entire business population, the references are made to the "sample", or "non-members", or the "entire business population."

Since membership in the BCA organization implies, by definition, a commitment to the arts. It seems to override any differences in type of business, size and location observed for the general population. Therefore, the BCA findings are presented without distinguishing the type, size, or business location.

The Methodology section details the approach used in this survey for sample construction and interviewing procedures. The questionnaire appears at the end of the report.

Any questions regarding this report should be addressed to the following Research & Forecasts' staff:

Mr. Nicholas Tortorello, Chairman

Dr. Tsila Zalcman, Senior Project Director.

Mr. Harvey Rosen, Senior Vice President, contributed his expertise in analyzing the financial data; Mr. Jeffrey Lorber, Director of Telephone Operations, directed data collection.

OVERVIEW

The BCA report reveals some interesting and significant trends in business contributions to charitable causes and the arts. First and foremost that most businesses, regardless of industry type, revenue size and location, feel a responsibility to support charitable causes and to participate in civic affairs, especially in their own communities. Second that this widespread sense of duty is primarily translated into cash contributions. Following are highlights of business contributions to charitable causes and to the arts.

Does Business Give?

In the past three years, 84% of the businesses surveyed contributed to a variety of charitable causes. Companies that did not contribute during the past three years gave the following reasons:

- Did not consider charitable giving a priority.
- Were not approached.
- Short of cash.
- Spent money on other things.

The most frequently mentioned recipients of business philanthropic dollars were:

- Community charities	52%
- Community action organizations	42%
- Art forms and organizations	35%
- Educational institutions	27%

(Frequency of response does not necessarily reflect the actual incidence of giving. Therefore, while 35% mention the arts as recipients of support, the arts do not comprise 35% of the total funds donated to all charitable causes).

In 1988, 42% of all contributors to charitable causes, or 35% of the businesses surveyed contributed to the arts.

Sixty seven percent (67%) of the total of all cash and non-cash contributions made by business to the arts were awarded by small and a significant proportion of medium-size businesses with estimated annual sales revenues of between $1 and $25 million.

The greatest amount of art support - 40% of the total dollar amount given to the arts - comes from the Eastern part of the U.S. The South provides 33% , the Midwest 14% and the West 13% of the total contributions to the arts.

Support to the arts in 1988 varied by type of industry in as follows: Manufacturing - 31%; Retail - 21%; Other (transportation, communication and utilities) - 18%; Services (hotels, health, education and welfare) - 17%; Wholesale - 8% and F.I.R. (financial, insurance and real estate) - 5%.

The three art forms which received the greatest share of support in 1988 were: the symphony orchestra, museums -- 16% each and the theater -- 12% of the total business dollars given to the arts.

How Much Does Business Give?

In 1988, the business community reported contributions of approximately 3.7 billion dollars to an array of social institutions and organizations.

The arts received $634 million (distributed among the various art forms), or 17% of the total reported contributions for all charitable causes.

Given the sampling error inherent in all survey research, differences in interviewing techniques (i.e., Mail/Telephone/In-Person), weighting, as well as some faulty memory and inaccurate record-keeping on the part of respondents, it is our professional opinion as researchers that the actual percentage of giving to the arts relative to total corporate philanthropy (given a margin

of error of plus or minus 5%) falls in the range between 12% and 23%. Furthermore, given people's tendency to exaggerate and to pat themselves on the back, it is our reasoned judgement that the actual percentage of arts support is more likely to fall at the bottom of the range, or 12%.

Business Attitudes Toward Charitable Contributions

The BCA study findings indicate that most American (70%) companies overall favor business support of charitable causes. The vast majority (87%) endorse the idea that "business should be a leader in public service and volunteer activities." Indeed, they (83%) refute the notions that "business has no responsibility to engage in public service", and that "business should only concern itself with making profits" (81%).

Yet despite the pervasive ethos of social responsibility and the image of corporate leadership in public affairs, only 9% strongly agree and 41% somewhat agree that, in the face of government cutbacks, business has the responsibility to increase its contributions to charitable causes.

Furthermore, along with the keen sense of social obligation, the findings reveal a great deal of business self-interest. Thus, 81% agree that business should support public service because such activities can benefit its image and the marketing of its products and services.

Companies located in the South, large businesses with over $25 million in revenues, as well as companies from the financial, insurance, real estate and service sectors generally express more favorable attitudes toward business having an active role in corporate contributions to charitable causes and business support of the arts. These same attitudes gain overwhelming support among the BCA members (97%).

Judging from the number of requests for contributions the average company receives from charitable organizations, it appears that how business feels about its obligation to the public is directly related to how the public views that same obligation. A large company, with sale revenues of over $25 million, receives on average, about 250 requests annually, of these about 36 (14%) requests are from the arts. A small company, with sale revenues of under $25 millions receive less than half that number of requests, about 122 to be precise, and of these, about 21 (17%) from the arts.

As one might expect, BCA members being primarily large corporations are approached much more often for support. On average, they receive over 1,000 requests for contributions each year. Over half the members (52%) get about 250 requests, and 10% say they receive more than 1,000 requests for support from arts organizations alone.

In light of the fact that 70% say they favor business contribution to social causes, it is interesting that more than that number (84%) have actually contributed to some form of charity. Companies seem to be more likely to contribute, if and when, approached directly (66%) and much less likely (32%) to seek out their own causes.

Decision-Making

For over half the business community (54%), top management makes the decision to contribute to philanthropic causes. Yet, a decisive two-thirds (67%) also say their CEO is not personally committed to any particular cause or charity. This, however, is not true of BCA members - 67% say their company's CEO is personally committed to specific causes.

When asked whether or not, learning about a company which supports charitable causes, makes them feel better or worse about that company, 48% of the general sample say it does make them feel better, but an identical 48% say, it makes no difference in the way they feel about the company.

Again, BCA members differ in that 87% say it makes them feel better about a company upon hearing of its support for the arts. This is not surprising given the fact that organizational membership often produces a reference group with a heightened sense of purpose and influence.

Procedures for Art Support

Of the companies who donated to the arts in 1988, only 16% have set aside a budget, especially earmarked for arts support. For most companies, support for the arts comes primarily (80%) from company's profits. Yet, there are several other sources of funding including: business expenses, public relations, advertising and marketing budgets (28%, 17%, 14% and 9% respectively).

The majority of arts contributors (84%) do not have specific guidelines or criteria, nor a special department or staff to handle their contributions (85%). And, only a few tend to publicize their contributions. Only 5% of all companies issue a report of their contributions to the public, 10% do so for stockholders and 17% for their employees. Yet, about a quarter (25%) encourage their employees to volunteer time to the arts organizations they fund.

Preferences in Art Support

American business, regardless of type, size and location, overwhelmingly (90%) prefers to support <u>local</u> arts projects or organizations rather than national ones. Forty three percent (43%) would support new organizations and 14% would contribute to "cutting edge" or avant-garde types of art organizations.

The majority (66%) prefer giving toward the general support of the arts compared with 16% who express a preference for underwriting a special or particular project.

Almost a third (31%) of the businesses say that they encourage employees to volunteer to the organizations they support. Sixteen percent (16%) indicate an interest in providing employees with special performances in the workplace. However, 92% of the businesses surveyed do not have employee matching gift programs for the arts.

Preferences Among Non-Contributors

Since the majority of companies in the U.S. do not contribute to any art form or art organization, they were asked several hypothetical questions in order to determine whether or not an interest in contributing to the arts can be generated and developed for the future.

The study findings reveal some interest in using the arts in various ways. For instance, 18% would be interested in using the arts in their "advertising campaigns," 19% express an interest in applying the arts "to market their company's products" and 26% would be interested in using the arts in "public relations programs."

One in four (26%) say their company would be more likely to contribute to the arts if it could "donate equipment or products" rather than cash. Similarly, one in five (21%) would be likely

contributors if they could provide support services. And a fourth (25%) would be interested in assisting the arts with professional expertise. Finally, a fifth (20%) say they would become contributors if they could provide "space" for meetings, exhibits, or performances instead of cash.

Once again, BCA members differ in their preferences from the general business population. They publicize their activities more often (43% issue a report to the public); they are more inclined to encourage their employees to volunteer their time and money (52%); they often establish employee "matching gift" programs for the arts (66%).

BCA Members

The members of BCA are also more prone to support new and "cutting edge" art organizations (53%); most of them (56%) have a corporate art collection, and of those (53%) keep that collection open to the public. However, they <u>too</u> seem to prefer general support over underwriting of special programs (43% compared with 29%).

Top corporate management (CEOs, Presidents and Vice Presidents) have quite a bit of influence on any decisions to support the arts (95% and 96% respectively. Yet along with the dominant influence of top management, middle managers, business clients and employees also have influence on decisions to support the

arts (by 66%, 37%, and 67% of businesses respectively). The general public is mentioned by 34% as also having a great deal or some influence on these decisions as well.

Why Does Business Give to the Arts?

For many, the reasons for giving to the arts are rooted in the philosophy of business philanthropy. Indeed, 34% say they give in order to enhance society or the welfare of the community. Some (26%) say they give for altruistic "reward of promoting the arts."

However, there are also more pragmatic reasons for giving to the arts. A third (33%) concede they improve relations in the communities in which they conduct their business, and 24% claim they benefit by "promoting their company" and, as a by-product, they "get more business." The majority of companies (76%) feel their pragmatic expectations are usually met; and only a small minority (7%) claim to have been disappointed in the outcome of their arts support.

Conclusion

Since this is the first time the BCA has undertaken to study business attitudes and opinions, and since, to our knowledge, there is no recent prior research that can be used for comparative purposes, the findings here can only report on current existing patterns and perceptions. Therefore, while we can say that about one in five U.S. companies (20%) express an

interest in contributing to the arts and want to use the arts in a variety of ways -- for instance, in their advertising, marketing or public relations campaigns -- we cannot say without doubt whether this pattern has increased, decreased, or stayed the same over the past few years.

The BCA report, while providing an in-depth documentation of why and how American companies contribute to the arts, also establishes a base-line of data upon which future studies can begin to trace attitudinal and financial changes in the patterns of business giving to the arts.

SECTION 1: CHARITABLE CONTRIBUTIONS AND ART SUPPORT

Business support to the arts manifests itself in many different ways. A company can contribute cash directly to an art project, art form, or art organization. It can also contribute through special funds or foundations that handle its charitable support. Furthermore, companies can acquire a corporate art collection in lieu of giving directly, or they can give through "matching gifts" programs. Finally, companies can contribute indirectly by claiming certain activities as a business expense or, instead of cash donations, they may opt to contribute non-cash -- that is, volunteer services, or provide in-kind contributions such as products, equipment or space.

This survey was initially conceived to capture the details of business support activities and to estimate the dollar value of the various kinds of business contributions to the arts. To conduct this kind of study requires a thorough audit of the company's financial records. This was not a feasible option within the constraints of a telephone survey.

Instead, we designed the survey to ascertain the sum total of business contribution to the arts which includes both cash and non-cash donations, the funds given to a foundation and all other possible types of indirect contributions. Corporate art collections are excluded from the estimate because they represent an investment, rather than a contribution, due to their appreciation value.

How Much Does Business Give?

In 1988, American business contributed approximately $634 million to the arts. This sum represents the estimated value of both cash and non-cash contributions given directly or indirectly to any art project or art organization.

Compared to the prior 1986 BCA study for 1985, where a sum of $698 million was reported, there appears to be a decline in giving to the arts, of about $64 million. Some of this decline may be explained by the increase of corporate mergers and buy-outs in the last couple of years, tougher economy and different survey techniques.

Over a third (35%) of the total business population - estimated at 955,786 companies with annual revenues of at least one million dollars - claims to have contributed something to the arts.

The median donation per company has been statistically calculated to be about $3,830. This median, projected to the total numbers of art contributors, yielded the figure $634 million.

Contributions to the arts represent approximately 17% of the total amount of $3.7 billion, which business claims to have contributed to all charitable causes in 1988.

The $3.7 billion figure is about $1 billion less than the figure reported by other sources for 1987.*

This decrease reflects a down-turn in overall corporate philanthropy, which occurred between 1987 and 1988. However, contributions to a specific category like the arts, in a context of a survey sample (as opposed to an audit), is best expressed in a range, rather than a specific percentage. Therefore, given the sampling error inherent in all survey research, differences in interviewing techniques (i.e., Mail/Telephone/In-Person), weighting, as well as some faulty memory and inaccurate record-keeping on the part of respondents, it is our professional opinion as researchers that the actual percentage of giving to the arts relative to total corporate philanthropy -- given a margin of error of plus or minus 5 percent -- falls in the range of 12% to 23%. Furthermore, given people's tendency to also exaggerate and to pat themselves on the back, it is our reasoned judgment that actual arts giving is more likely to fall at the bottom of the range, or 12%.

BCA members report a total of $574 million in total charitable contributions for 1988. Their contribution to the arts is reported at $113 million for that same year, and estimated at $208 million if projected to the entire membership.

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* See: "Survey of Corporate Contributions, 1989 Edition," Conference Board Research Report No.924

Distribution Of Art Support

Support By Art Form

Chart 1, located at the back of this section, illustrates the percent distribution of funds to the various art forms (as opposed to the instances of support). Both the symphony orchestra and museums received 16% of the total dollar support for the arts. The theater is the next most popular recipient, with 12%. Dance received 8% and the opera 8%. Music and libraries received an identical support of 7% and various cultural facilities received 5%. General support for public radio and television amounted to 4% and equally program underwriting for public radio and television also received 4%. Art education programs received 3% and finally, historical preservation programs, crafts and folk art, non-commercial film, poetry writing, non-commercial video, and artists-in-residence programs all included in the category 'other' received less than 1% each.

Support by Standard Industry Classification: SIC

The Manufacturing Industry comprising about 15% of the entire business population provided 31% of the total dollars to the arts. Retail, with 21% of all U.S. companies, gave 21% of the art support. The Service sector -- hotels, health education and social services -- account for 17% of all business also gave 17% of the total contributions to the arts. Wholesale companies, representing 21% of all companies gave only 8% and FIR

(financial, insurance and real estate), representing 5% of all business, gave 5% of the art support. Finally, the classification "Other" which includes transportation and communication companies is 18% of all businesses and contributed an equal 18% of the total amount given to the arts in 1988. (See Chart 2).

Support by Region

The East with 26% of the U.S. businesses contribute proportionately the greatest amount (40%) of total contributions to the arts. The South is the only region where the percentage of art contributions are proportional to the representation of companies in that region. About 30% of all businesses appear to be located in the South and these companies give about 33% of the total funds contributed to the arts. The West with 18% representation reports only 13% of the arts donations. Finally the Midwest in which approximately 25% of all companies are located, contribute, proportionately the least amount of money (14%). [See Charts 3 and 4].

Support by Company Size

This report reflects the attempt to represent the aggregate contribution of small and a significant proportion of medium size business ($1 - $25 million), often overlooked in other studies. Small and a significant proportion of medium-size business is

defined in annual sales revenues of $1 to $25 million. Large (and the remaining medium-size) business is defined in annual sales revenues of $25 million and over.

Small business, and a significant proportion of medium-size business, with estimated sales revenue of between $1 and $25 million, comprise about 95% of all U.S. business. They contribute 67% of all the contributions to the arts. Conversely, large business, with sale revenues of $25 million and over, represent 5% of all businesses and contribute 33% of the total contributions to the arts.

Business Support to the Arts: Past, Present and Future

While the actual funds given to the arts have decreased by $64 million since 1985, 41% of the companies that contributed to the arts in 1988 claim their company's support has increased since that time. Ten percent claim their contributions decreased which would account for about 70 million in loss.

TABLE 1
Q.33: How did your company's support of the arts in 1988 compare to 1985?

Increase	41%
Decrease	10%
Stay the Same	30%
DK/NA	19%

Indeed, of the 1988 art contributors, 77% say their company gave to the arts in 1986, 90% claim to have contributed in 1987.

TABLE 2
Q.32: Did your company contribute in:

	Yes	No	DK/NA
1986	77%	10%	13%
1987	90%	7%	3%

TABLE 3
Q.31: Are you likely to contribute to the arts in the next couple of years?

Yes	93%
No	4%
DK/NA	3%

A vast majority, 93%, say they will contribute in the next couple of years. Whether or not, and how much business will give to the arts remains to be seen. However, it appears that business recognizes the importance of giving its support to the arts and overwhelmingly perceives itself as likely to contribute in the next couple of years.

CONTRIBUTIONS TO THE ARTS

Q.39

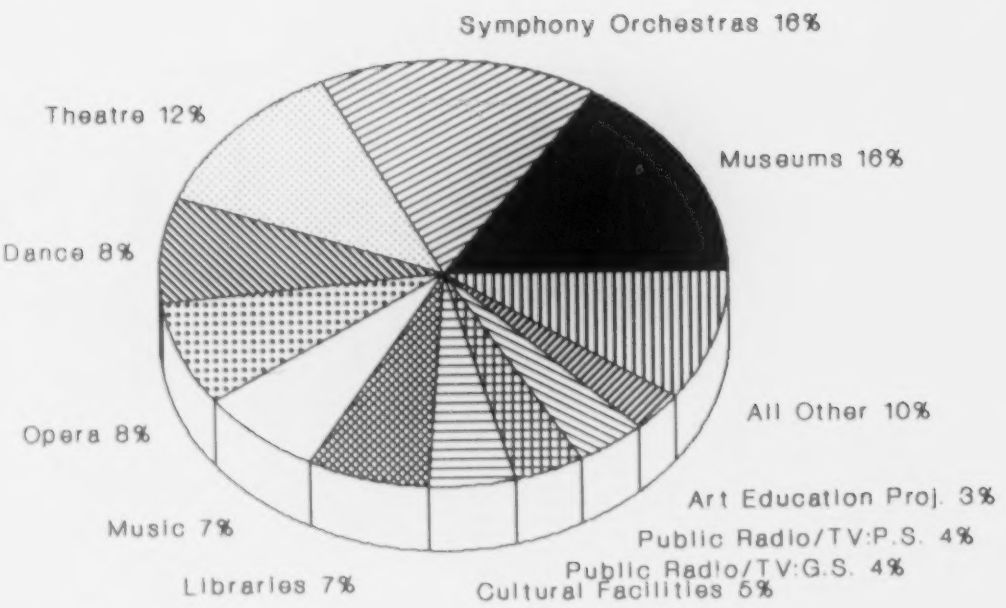

CHART 1

CONTRIBUTIONS TO THE ARTS
Distribution by S.I.C

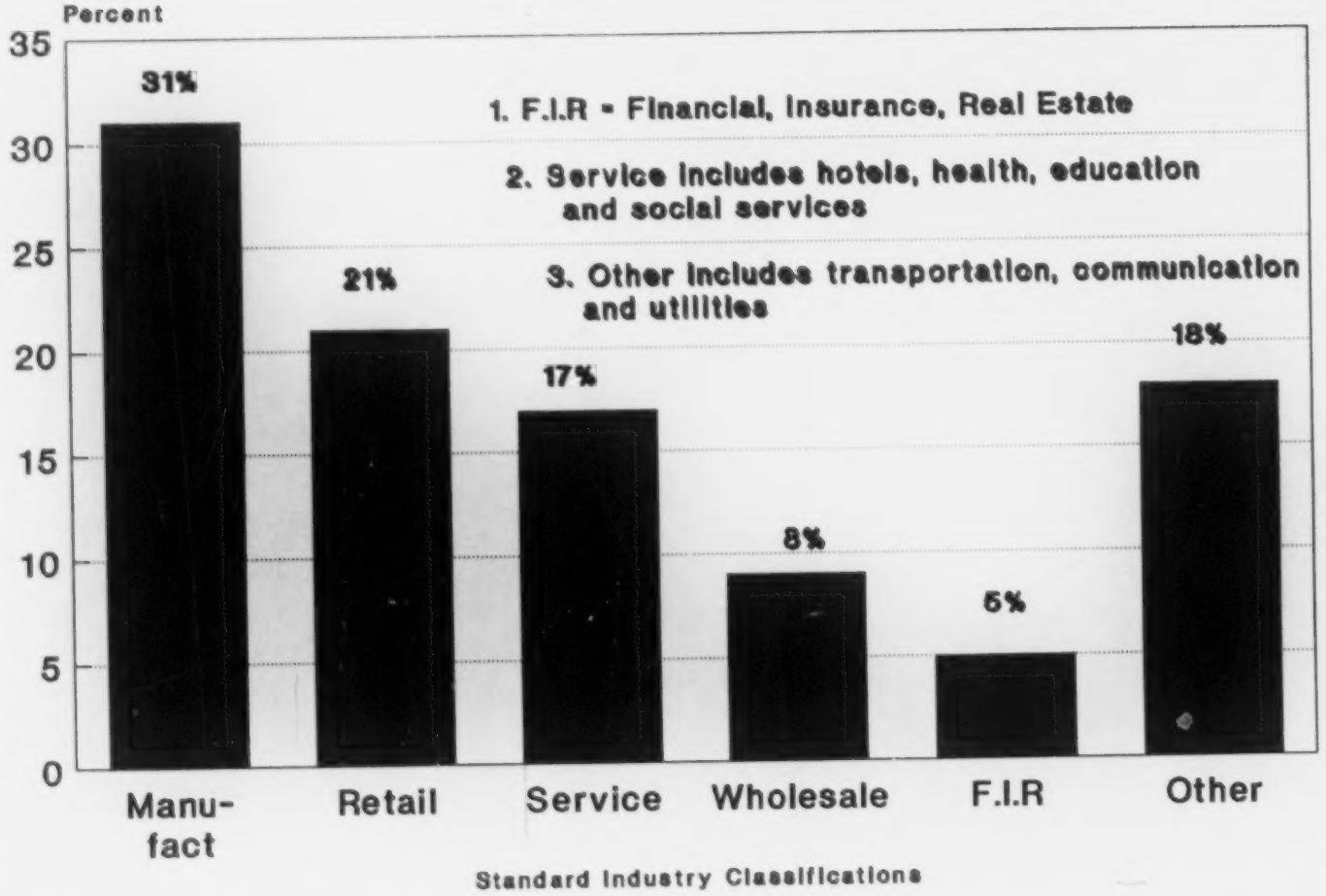

CHART 2

CHART 3

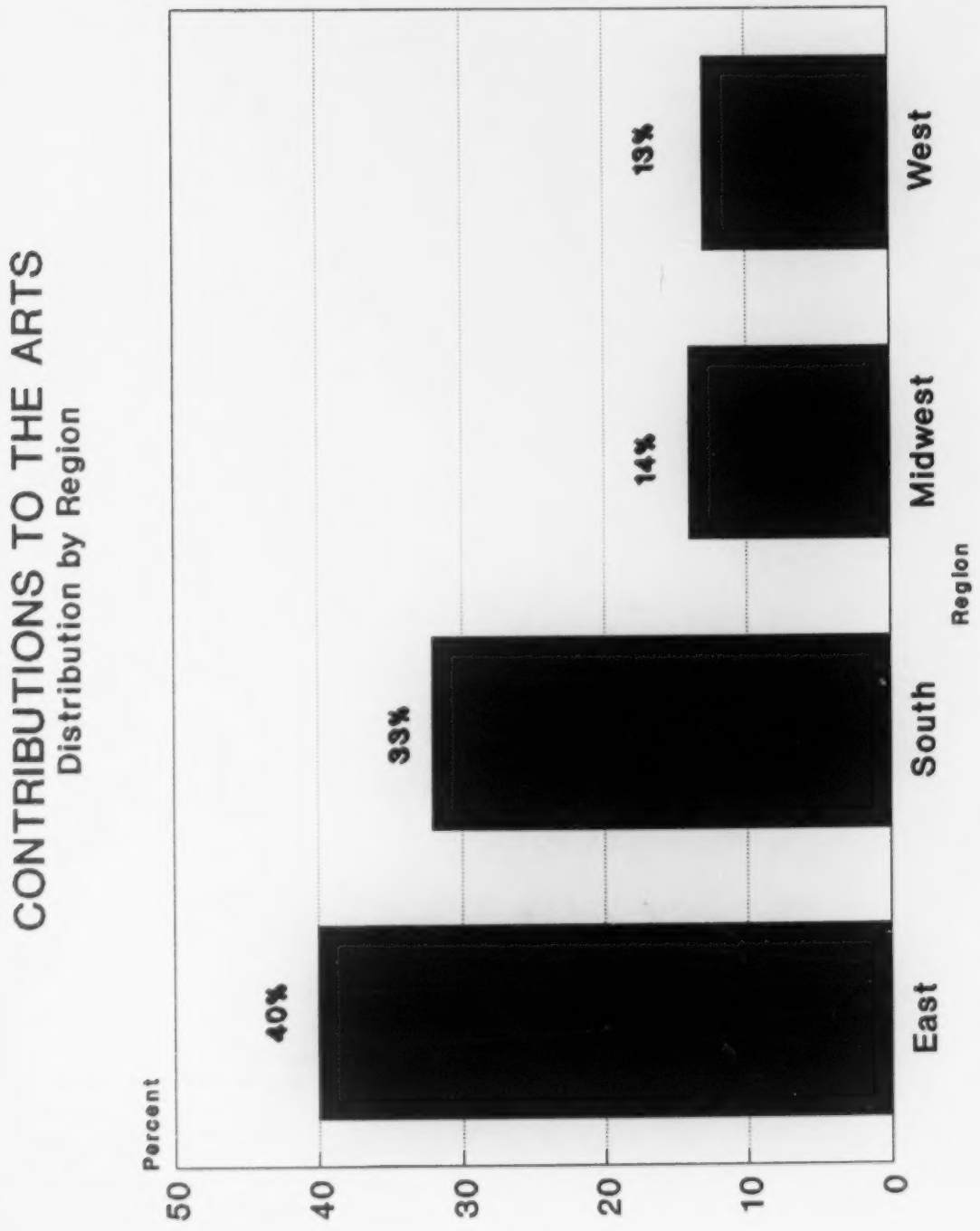
CONTRIBUTIONS TO THE ARTS
Distribution by Region
Percent
50
40
30
20
10
0
40%
33%
14%
13%
East
South
Midwest
West
Region

CHART 4

EAST

CONNECTICUT
DELAWARE
DISTRICT OF COLUMBIA
MAINE
MARYLAND
MASSACHUSETTS
NEW HAMPSHIRE
NEW JERSEY
NEW YORK
PENNSYLVANIA
RHODE ISLAND
VERMONT
WEST VIRGINIA

MIDWEST

ILLINOIS
INDIANA
IOWA
KANSAS
MICHIGAN
MINNESOTA
MISSOURI
NEBRASKA
NORTH DAKOTA
OHIO
SOUTH DAKOTA
WISCONSIN

SOUTH

ALABAMA
ARKANSAS
FLORIDA
GEORGIA
KENTUCKY
LOUISIANA
MISSISSIPPI
NORTH CAROLINA
OKLAHOMA
SOUTH CAROLINA
TENNESSEE
TEXAS
VIRGINIA

WEST

ARIZONA
CALIFORNIA
COLORADO
IDAHO
MONTANA
NEVADA
NEW MEXICO
OREGON
UTAH
WASHINGTON
WYOMING

* ALASKA AND HAWAII ARE NOT INCLUDED

SECTION 2: BUSINESS ROLE IN PUBLIC SERVICE

Business Attitudes Toward Charitable Contributions

Survey results show that 70% of all American companies with annual revenues of at least one million dollars favor business contributions to social causes. This overall endorsement of business involvement in charitable activities appears to be stronger in the South (75%) and weaker in the Midwest (59%). It is more prevalent in large business (82%) compared to small business (69%), and is more pronounced among companies in the financial, insurance and real estate industries - FIR (81%).

Table 4
Q1. IN GENERAL, DOES YOUR COMPANY FAVOR OR OPPOSE CORPORATE CONTRIBUTIONS TO SOCIAL CAUSES

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
FAVOR	70%	68%	60%	65%	81%	74%	77%	69%	82%	73%	59%	75%	70%
OPPOSE	22%	23%	28%	26%	15%	21%	17%	23%	12%	20%	31%	17%	23%
DK/NA	8%	9%	12%	9%	4%	5%	6%	8%	6%	7%	10%	8%	7%

The majority of American companies (87%) support the idea that "business should be a leader in public service and volunteer activities". This view is enthusiastically supported by Southern companies (93%), as well as large companies (94%), and FIR companies (96%).

Despite the general agreement that business should lead in public service and volunteer activities, only half (50%) agree with the statement that "in the face of government cutbacks, business has a responsibility to increase its contributions to charitable causes". Once again, large business reflects a more generous disposition - 59% agree compared to 50% for small and medium size business, that business has the responsibility to increase its contribution to charitable causes in the face of government cutbacks.

Self-interest is reflected in those who most strongly support the active role of business in public service. Indeed, the vast majority of companies (81%) agree that "business should support public service because such activities can benefit its image". Among the steadfast supporters of this view, large and Southern companies, as well as FIR companies agree more readily with that statement (87%, 84%, 92% respectively).

This is consistent with the view that supports business involvement in charitable causes. Only 38% agree with the claim that "business should engage in the least amount of public service activities essential to maintain satisfactory relations in the communities where it conducts its business". Even less (15%) accept that "business doesn't have any responsibility to engage in public service activities". And 17% agree with the statement that "business should only concern itself with making profits".

Table 5
Q.1A COMPANY'S RESPONSIBILITY TO THE COMMUNITY:

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
(See Q.1A-1)	87%	88%	85%	85%	96%	90%	84%	86%	94%	82%	87%	93%	83%
(See Q.1A-3)	81%	78%	75%	82%	92%	88%	79%	81%	87%	80%	80%	84%	79%
(See Q.1A-2)	50%	46%	49%	44%	53%	64%	48%	50%	59%	51%	47%	54%	46%
(See Q.1A-4)	38%	39%	45%	39%	40%	33%	33%	39%	26%	40%	37%	34%	43%
(See Q.1A-6)	17%	14%	22%	21%	24%	13%	13%	18%	9%	19%	13%	17%	22%
(See Q.1A-5)	15%	14%	24%	14%	14%	7%	16%	16%	6%	18%	19%	12%	13%

Q.1A-1: Business should be a leader in public service and volunteer activities.
Q.1A-3: Business should support public service activities because such activities can benefit its image.
Q.1A-2: In the face of government cutbacks, business has a responsibility to increase contributions to charitable causes.
Q.1A-4: Business should engage in the least amount of public service activities essential to maintain relations.
Q.1A-6: Business should only concern itself with making profits.
Q.1A-5 Business doesn't have any responsibility to engage in public service activities.

Contributors and Non-Contributors to Charities

Requests For Contributions

How business feels about its role in public service appears to be directly related to how the public views that responsibility. Almost every company (94%) receives requests for charitable contributions. The larger the company, the more requests it receives. Companies with annual revenues of over 25 million dollars receive on average 250 requests annually, of these 36 (14%) are from the arts, and companies with revenues under 25 million dollars receive less than half that amount, 122 requests annually; of these 21 (17%) from the arts.

Table 6
Q.2A ABOUT HOW MANY REQUESTS DOES YOUR COMPANY RECEIVE ANNUALLY

		1988 SALES	
	TOTAL	Under $25 M	Over $25 M
1 - 9	7%	7%	4%
10 - 24	20%	20%	13%
25 - 50	22%	23%	17%
51 - 100	19%	19%	17%
101 - 250	14%	13%	22%
251 - 500	6%	6%	10%
501 - 1,000	3%	2%	5%
More Than 1,000	2%	2%	7%
DK/NA	7%	8%	5%
MEAN	128.95	121.96	250.50

Table 7
Q.2B APPROXIMATELY HOW MANY OF THESE REQUESTS ARE FROM ARTS ORGANIZATIONS

		1988 SALES	
	TOTAL	Under $25 M	Over $25 M
1 - 9	49%	49%	39%
10 - 24	15%	15%	20%
25 - 50	6%	5%	14%
51 - 100	1%	1%	6%
101 - 250	2%	2%	5%
251 - 500	-	*	1%
501 - 1,000	-	*	1%
More Than 1,000	-	-	-
DK/NA	27%	28%	14%
MEAN	21.67	20.69	36.45

While 70% express a favorable attitude toward business contributions to charitable causes, even more (84%) claim they actually contribute to some form of charity. This percentage increases in the South (89%), is even higher for large business (90%), and is highest (96%) among financial, insurance, and real estate companies.

Table 8
Q3. DID YOUR COMPANY CONTRIBUTE TO ANY SOCIAL CAUSES, COMMUNITY CHARITIES, OR TO THE ARTS IN THE PAST THREE YEARS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	84%	85%	83%	92%	96%	71%	86%	84%	90%	87%	80%	89%	78%
NO	16%	15%	17%	8%	4%	29%	14%	16%	10%	13%	20%	11%	22%

Who Decides To Contribute to Charities?

"Who, or what group of people in the company, makes the decision to contribute to these charities?" Responses to this open-ended question indicates that in most companies (54%), top management -- President, Chairman, Chief Executive Officer or General Manager -- makes the decision. Owners, Co-owners and Partners are mentioned much less frequently (16%), followed by only 12% who mention groups such as a Board of Directors or an Executive Committee.

Table 9
Q.5 WHO IN YOUR COMPANY MAKES THE DECISION TO CONTRIBUTE TO THESE PROGRAMS OR ORGANIZATIONS
BASE: CONTRIBUTORS TO SOCIAL CAUSES

	TOTAL	1988 SALES: Under $25 M	1988 SALES: Over $25 M
PRESIDENT/CHAIRMAN/ CEO/GEN. MGR.	54%	53%	49%
OWNER/CO-OWNER/ PARTNER	16%	17%	3%
BOARD OF DIRECTORS/ EXECUTIVE COMMITTEE	12%	12%	15%
VICE PRESIDENT/ VICE CHAIRMAN	6%	6%	7%
FINANCIAL OFFICER	4%	4%	5%
CONTRIBUTION OFFICER/COMMITTEE	2%	2%	7%
DIR. OF COMMUNITY/ PUBLIC RELATIONS	2%	2%	6%
DIVISIONAL PRESI- DENT/DIVISION HEAD	2%	2%	4%
FOUNDATION	1%	1%	2%
OTHER	-	-	-
DK/NA	1%	1%	2%

Despite the commonly held view of the role played by the top man in making the decision to contribute, a decisive two-thirds (67%) say their CEO (or President, or Chairman) is not personally committed to any particular charity or cause. Less than a third (30%) view their CEO as personally committed to a special cause, with that number increasing to 43% among the large businesses.

Table 10
Q.6 IS THE PRESIDENT/CEO/CHAIRMAN OF YOUR COMPANY PERSONALLY COMMITTED TO ANY PARTICULAR CHARITY/CAUSE
BASE: CONTRIBUTORS TO SOCIAL CAUSES

	TOTAL	1988 SALES: Under $25 M	1988 SALES: Over $25 M
YES	30%	29%	43%
NO	67%	68%	51%
DK/NA	3%	3%	6%

Do Companies Seek Out Causes?

When asked whether the company seeks out those causes it wishes to support or whether it is more likely to contribute when approached directly, a majority (62%) state they are more likely to contribute when approached directly by an organization. By contrast, only 20% contend that they seek out causes, and 17% claim they do both. In the South, companies seeking out causes to support increases to 26%, while that of companies that "wait to be approached" is somewhat lower (51%). 21% of Southern companies "do both."

Table 11
Q.8 DOES YOUR COMPANY SEEK OUT THOSE CAUSES IT WANTS TO SUPPORT OR IS IT MORE LIKELY TO CONTRIBUTE IF APPROACHED BY THAT ORGANIZATION DIRECTLY
BASE: CONTRIBUTORS TO SOCIAL CAUSES

		REGION			
	TOTAL	East	MidWst	South	West
More likely if approached by Org.	62%	61%	73%	51%	62%
Seek out causes	20%	22%	12%	26%	18%
Both	17%	14%	14%	21%	20%
Don't give	-	1%	1%	-	-
DK/NA	1%	2%	*	2%	-

Feelings Toward a Contributing Company

Learning of companies who contribute to charitable causes results in mixed feelings. While 48% say it makes them feel better about a company when they learn of its contribution, a comparable 48% claim it makes no difference in the way they feel about that company. However, some variations seem to surface according to region and type of business. For example, 56% of Southern business, as compared to 37% of business in the East, say their feelings toward a company are affected by learning about that company's charitable contributions. Similarly, service business is more predisposed to favor a contributing company (60%) than either wholesale (35%) or retail (49%).

Table 12
Q.9 IF YOU KNEW OR HEARD OF A COMPANY WHICH CONTRIBUTES TO CHARITABLE CAUSES, HOW WOULD IT MAKE YOU FEEL ABOUT THAT COMPANY

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
Make me feel better about that company	48%	51%	35%	49%	57%	60%	48%	48%	59%	37%	50%	56%	51%
Makes no Difference	48%	48%	59%	46%	36%	38%	50%	48%	38%	57%	48%	40%	48%
DK/NA	4%	1%	6%	5%	7%	2%	2%	4%	3%	6%	2%	4%	1%

Reasons for Not Contributing

It is interesting to note that among the small minority (16%) of non-contributors, the most frequently mentioned reasons for not giving are: "It is not a priority" (20%), "we haven't been approached" (18%) and "we are experiencing a cash shortage this year" (16%). Less frequently stated, but worth noting, are the following reasons: "we spend money on other things" (12%), "it doesn't benefit the company" (9%) and the "CEO doesn't believe in the cause" (7%).

Table 13
Q.3A REASONS FOR NOT CONTRIBUTING
BASE: NON-CONTRIBUTING

	TOTAL
Not a priority	20%
Haven't been approached	18%
Cash shortage this year	16%
Spend money on other things	12%
Doesn't benefit the company	9%
CEO doesn't believe in it	7%
Don't get adequate return for money	-
Don't like Org. that approached us	-
Other	33%
DK/NA	2%

Who Benefits From Business Support

An open-ended question was then asked to ascertain who benefits from corporate contributions to charitable causes. The survey findings indicate that business mentions community charities more frequently than any other social cause. When asked to which type of organization or cause did the company contribute, over half (55%) mention a community charity, such as the United Way, and 42% mention some type of a community action organization. This percentage increases for large business, more of them mention community charities (67%) and less community action organizations (38%).

It is important to emphasize that the frequency of mentioning a particular charity does not necessarily reflect the actual incidence of giving. Therefore, while 35% mention the arts as recipients of contributions, the arts do not comprise 35% of the total funds donated to all charitable causes.

While art organizations are mentioned by 35% of the total sample, they are mentioned substantially more often by large business (58%). By comparison, only 27% of the total sample and 44% of large business state "educational institutions" as beneficiaries of their corporate contributions. Medical/science research seems to be favored by 25% and a similar percent (24%) mention youth oriented programs as causes to which the company has contributed in the past three years.

Table 14
Q.4 TO WHICH TYPE OF ORGANIZATIONS/CAUSES DID YOUR COMPANY CONTRIBUTE
BASE: CONTRIBUTORS TO SOCIAL CAUSES

	TOTAL	1988 SALES: Under $25 M	1988 SALES: Over $25
COMMUNITY CHARITIES	55%	55%	67%
COMMUNITY ACTION ORGANIZATIONS	42%	42%	38%
ART ORGANIZATIONS	35%	34%	58%
EDUCATIONAL INSTITUTIONS	27%	26%	44%
MEDICAL/SCIENCE RESEARCH	25%	24%	34%
YOUTH ORIENTED PROGRAMS	24%	23%	30%
PROGRAMS FOR UNDERPRIVILEGED	22%	21%	29%
DRUG/ALCOHOL ABUSE PROGRAMS	15%	14%	17%
RELIGIOUS ORGANIZATIONS	14%	14%	14%
HOSPITALS	13%	13%	23%
CHILD ABUSE PROGRAMS	8%	8%	15%
ENVIRONMENTAL PROGRAMS/ORG.	8%	8%	12%
POLITICAL ACTION COMMITTEES	5%	5%	8%
SPORTS	2%	2%	1%
ANIMAL ORGANIZATIONS	1%	1%	1%
INTERNATIONAL PHILANTHROPIES	-	*	1%
OTHER	-	-	1%
DK/NA	1%	1%	*

BCA Members

The BCA survey results reflect a strong pattern of support toward business role in public affairs and toward contribution to the arts. Almost all the respondents (97%) are in favor of business contributing to charitable causes and business having a leading role in public service. A vast majority (89%) also agree that businesses should engage in public service because of benefits to corporate image.

Compared with 50% of the entire population who think that business should increase its contributions in the face of government cutbacks, the majority (65%) of the BCA members agree with that proposition.

Table 15
Q.1A COMPANY'S RESPONSIBILITY TO THE COMMUNITY:

Leading Role in Public Service.	97%
Because of benefits to Corp. Image.	89%
When increased support cuts back.	65%
Lease Amount. Just for PR.	14%
Only concern is Profits.	4%
No Responsibility.	3%

Every BCA member company receives requests for charitable contributions. Two thirds (65%) get over 1,000 of such requests annually. Not surprisingly, they also receive many more requests specifically from the arts. Over half (57%) receive over 100 requests, and 10% claim they get over 1,000 annual requests from the arts.

Every one of the BCA members is a contributor to the arts. Indeed, this is a prerequisite for BCA membership. But, <u>who else benefits from BCA members' contribution</u>? The table below indicates that other than the arts, over half the members also support educational institutions (87%), followed by community charities (76%) and community action organizations (65%).

Table 16
Q.4 TO WHICH TYPE OF ORGANIZATIONS/CAUSES DID YOUR COMPANY CONTRIBUTE

	TOTAL
ART ORGANIZATIONS	100%
EDUCATIONAL INSTITUTIONS	87%
COMMUNITY CHARITIES	76%
COMMUNITY ACTION ORGANIZATIONS	65%
HOSPITALS	48%
MEDICAL/SCIENCE RESEARCH	46%
PROGRAMS FOR UNDERPRIVILEGED	33%
ENVIRONMENTAL PROGRAMS/ORG.	30%
DRUG/ALCOHOL ABUSE PROGRAMS	30%
YOUTH ORIENTED PROGRAMS	27%
CHILD ABUSE PROGRAMS	23%
POLITICAL ACTION COMMITTEES	15%
RELIGIOUS ORGANIZATIONS	10%
SPORTS	1%
ANIMAL ORGANIZATIONS	-
INTERNATIONAL PHILANTHROPIES	-
OTHER	-

In comparison to the majority of the non-BCA members (54%) who say that top management makes the decision to contribute to the arts, the BCA members designate the Board of Directors (29%), Foundations (20%) and Contribution Officers (16%) more often than the Sample for making the decision. Only 14% say their top management is responsible for the decision to contribute to the arts.

Table 17
Q.5 WHO IN YOUR COMPANY MAKES THE DECISION TO CONTRIBUTE TO THESE PROGRAMS OR ORGANIZATIONS

	TOTAL
BOARD OF DIRECTORS/ EXECUTIVE COMMITTEE	29%
FOUNDATION	20%
CONTRIBUTION OFFICER/COMMITTEE	16%
PRESIDENT/CHAIRMAN/ CEO/GEN. MGR.	14%
VICE PRESIDENT/ VICE CHAIRMAN	6%
DIR. OF COMMUNITY/ PUBLIC RELATIONS	6%
DIVISIONAL PRESI- DENT/DIVISION HEAD	3%
OWNER/CO-OWNER/ PARTNER	3%
FINANCIAL OFFICER	-
OTHER	-

Yet, despite low involvement of top management in the actual decision making process, 67% claim their CEO is personally committed to particular causes, compared with the same percent (67%) in the entire population who claim their CEO is not personally committed to any cause.

Table 18
Q.6 IS THE PRESIDENT/CEO/CHAIRMAN OF YOUR COMPANY PERSONALLY COMMITTED TO ANY PARTICULAR CHARITY/CAUSE
BASE: CONTRIBUTORS TO SOCIAL CAUSES

	TOTAL
YES	67%
NO	30%

Similarly BCA members are more likely than the general sample to seek out causes for contributions. A majority (59%) pursue their own causes (combining those who say "seek out causes - 18% and those who say "do both", namely wait to be approached and also seek out causes - 41%). For comparison, where we combine these same response categories for the general sample, only 37% appear to be seeking out causes for charitable contributions.

Table 19
Q.8 DOES YOUR COMPANY SEEK OUT THOSE CAUSES IT WANTS TO SUPPORT OR IS IT MORE LIKELY TO CONTRIBUTE IF APPROACHED BY THAT ORGANIZATION DIRECTLY

	TOTAL
More likely if approached by Org.	41%
Seek out causes	18%
Both	41%
Don't give	-

Learning of other companies who contribute to charitable causes

results in good feelings toward that company by 87% of the BCA members compared with 48% of the Sample who were influenced by other companies charitable activities.

Table 20
Q.9 IF YOU KNEW OR HEARD OF A COMPANY WHICH CONTRIBUTES TO CHARITABLE CAUSES, HOW WOULD IT MAKE YOU FEEL ABOUT THAT COMPANY

	TOTAL
Make me feel better about that company	87%
Makes no Difference	10%

SECTION 3: PROCEDURES AND PREFERENCES IN SUPPORT OF THE ARTS

The findings reported in this section are based on a total of 359 art contributors -- companies which have contributed to any art form or art organization in the past three years. They represent 42% of all contributors to charitable causes and 35% of the entire business population.

Decision-Making

Asked to assess the degree of influence that different groups or individuals have on the company's decisions to support the arts, 69% would say that the CEO or Chairman has a great deal of influence, and 68% would mention a top executive as having a great deal of influence. In comparison, about a third (32%) would attribute a great deal of influence to corporate contribution officers, and 19% to shareholders.

Along with the dominant influence of top management, middle managers, business clients and employees are thought to have some influence on decisions to support the arts (by 34%, 32%, and 27% of businesses respectively). Interestingly, almost one in five (19%) mention the general public as well for having some influence on these decisions.

When response frequencies are examined by size and type of company, some interesting differences emerge. In large businesses, the CEO and top executives carry more weight in influencing the decision to support the arts than in small businesses. Fully 90% of large businesses mention their top executives as either having a great deal or some influence on contributions to the arts as compared with 80% of small businesses.

Similarly, large businesses, attribute a "great deal" or "some influence" to a corporate contribution officer much more often (63%) than small businesses (40%). On the other hand, small business seems to be more influenced by business clients and shareholders than large business.

Table 21
Q.18 INFLUENCES ON DECISIONS TO SUPPORT THE ARTS
BASE: ARTS CONTRIBUTORS

	GREAT INFLUENCE	SOME INFLUENCE	LITTLE INFLUENCE	NO INFLUENCE	DOES NOT APPLY
CEO or Chairman	69%	10%	3%	9%	9%
Top Executives	68%	13%	2%	11%	4%
Corp. Contributions Officer	32%	10%	4%	22%	28%
Stockholders	19%	11%	5%	32%	27%
Middle Managers	11%	34%	16%	30%	9%
Employees	8%	27%	22%	42%	*
Business Clients	7%	32%	14%	38%	8%
General Public	6%	19%	16%	54%	4%

Table 22
Q.18 INFLUENCES ON DECISIONS TO SUPPORT THE ARTS
(NET INFLUENCE = "A GREAT DEAL" AND "SOME INFLUENCE")
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES	
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M
Top Executives	81%	92%	72%	68%	81%	86%	94%	80%	90%
CEO or Chairman	78%	88%	79%	61%	89%	83%	85%	77%	89%
Middle Managers	45%	60%	28%	38%	61%	46%	49%	44%	57%
Corp. Contributions Officer	42%	54%	39%	46%	37%	32%	41%	40%	63%
Business Clients	40%	58%	34%	31%	39%	42%	42%	40%	34%
Employees	35%	44%	31%	20%	63%	45%	34%	34%	49%
Stockholders	30%	22%	29%	29%	28%	32%	36%	31%	23%
General Public	25%	37%	12%	33%	28%	18%	22%	25%	26%

Procedures for Art Support

While many businesses give their support to the arts sporadically, some businesses do it regularly. There are companies that have established systems to handle their arts contributions. Others only give occasionally, without any set procedures. What distinguishes the systematic givers from the non-systematic givers?

Budget

A key factor in any organized venture is an established budget. It is therefore significant that the vast majority (83%) of American business does not have a special budget set aside for contributing to the arts. Indeed, only 16% of those who have contributed to the arts in the past three years have established a special budget. Large business and FIR companies are more inclined to set aside a special budget for their art support (24% and 23%, respectively).

With no special budget set aside, where does the funding of various art projects and art organizations come from? For the large majority (80%), financial support comes from profit revenues. Yet, significant sources of support are also derived from business expense (mentioned by 28%), from advertising, public relations or marketing budgets (for 17%, 14%, and 9% respectively). And finally, from the contributions of employees (for 14%). Of all contributors to the arts, 21% say their support comes from a foundation.

Table 23
Q.X13 Support for the arts comes from the following sources:
BASE: ARTS CONTRIBUTORS

	TOTAL
Profits/Revenues	80%
Business Expense	28%
Foundation	20%
Advertising Budget	17%
Special Budget	16%
P.R. Budget	14%
Employees	14%
Marketing Budget	9%

Guidelines for Giving

While generally art contributors (84%) do not follow any guidelines for giving, one quarter (25%) of large business as compared to 13% of small business, indicate their company has specific guidelines for giving to the arts. Yet, only 4% of small business indicates that these guidelines are published, compared to 33% of large business.

Table 24
Q.14 DOES YOUR COMPANY HAVE SPECIFIC GUIDELINES OR CRITERIA FOR GIVING TO THE ARTS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	14%	15%	1%	17%	24%	11%	16%	13%	25%	18%	12%	12%	10%
NO	84%	85%	96%	79%	76%	89%	84%	85%	74%	78%	88%	88%	86%
DK/NA	2%	*	3%	4%	-	*	-	2%	1%	4%	*	-	4%

Table 25
Q.14A ARE THESE GUIDELINES PUBLISHED
BASE: ARTS CONTRIBUTORS

BASE: THOSE WHO HAVE SPECIFIC GUIDELINES FOR GIVING TO THE ARTS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	8%	8%	-	1%	15%	27%	4%	4%	33%	4%	26%	4%	2%
NO	92%	91%	100%	99%	85%	73%	95%	96%	65%	96%	74%	95%	96%
DK/NA	*	1%	-	-	-	-	1%	-	2%	-	-	1%	2%

"Contribution" Department/Staff"

Similarly, 85% say their company has no special department, committee, or staff designated for making and evaluating contributions to the arts. Once again, the percent of those that have established or designate a special body for making decisions about support of the arts, is substantially higher among large business (35%) as compared to the trend among small business (12%).

When a special department exists for making decisions about support for the arts, almost all (92%) of the requests for such support goes through this department.

Table 26
Q.15 DOES YOUR COMPANY HAVE A SPECIAL DEPARTMENT/COMMITTEE/STAFF FOR MAKING AND EVALUATING CONTRIBUTIONS TO THE ARTS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	14%	21%	8%	10%	9%	23%	14%	12%	35%	13%	18%	17%	5%
NO	85%	79%	89%	88%	91%	77%	86%	87%	65%	87%	82%	81%	91%
DK/NA	1%	-	3%	2%	-	-	-	1%	-	-	-	2%	4%

Table 27
Q.15A DO ALL REQUESTS FOR CONTRIBUTIONS TO THE ARTS GO THROUGH THIS AREA
BASE: ARTS CONTRIBUTORS
BASE: THOSE WHO HAVE SPECIAL COMMITTEE FOR MAKING/EVALUATING CONTRIBUTIONS TO THE ARTS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	92%	98%	100%	100%	88%	77%	99%	92%	95%	86%	99%	91%	97%
NO	8%	2%	-	-	12%	23%	1%	8%	5%	14%	1%	9%	3%

Publicity of Art Support

It appears that only a few companies tend to publicize their contributions to the arts by issuing reports. Only 5% issue a report of their art contributions to the public and 10% do so for their stockholders. Interestingly, 17% say they issue a report to their employees -- a percentage increase which reflects the corporate belief in the importance of sharing this information with their employees, since employees contribute their own time and money in some cases.

Table 28
Q.17A-C COMPANY ISSUE A REPORT ON ITS CONTRIBUTIONS TO THE ARTS...

to the Public.	5%
to Stockholders.	10%
to Employees.	17%

Almost a quarter (24%) encourage their employees to volunteer time to the arts organization which they fund. This percentage increases significantly in the service industry (39%). An employee matching gift program with the arts does not appear to be very prevalent, especially in small business. Only 7% have such a program, with that number increasing, however, to 23% for large business.

Table 29
Q.20 ARE YOUR EMPLOYEES ENCOURAGED TO VOLUNTEER TIME TO THE ARTS ORGANIZATIONS WHICH YOU FUND
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	24%	12%	26%	18%	26%	39%	24%	24%	29%	18%	29%	30%	17%
SOMETIMES	7%	8%	8%	5%	10%	6%	9%	7%	7%	4%	10%	7%	10%
NO	67%	76%	66%	75%	55%	55%	64%	67%	63%	76%	61%	60%	69%
DK/NA	2%	4%	-	2%	9%	*	3%	2%	1%	2%	*	3%	4%

Table 30
Q.21 DO YOU HAVE AN EMPLOYEE MATCHING GIFT PROGRAM
BASE: ARTS CONTRIBUTORS

	TOTAL	SIC CATEGORY: Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	1988 SALES: Under $25 M	Over $25 M	REGION: East	MidWst	South	West
YES	7%	13%	5%	5%	16%	3%	7%	5%	23%	6%	7%	8%	5%
NO	92%	87%	95%	93%	84%	97%	93%	94%	76%	94%	93%	92%	91%
DK/NA	1%	*	-	2%	-	*	-	1%	1%	-	*	*	4%

Supporters Preferences In Art Support

An increasing number of companies are recognizing that they can support the arts not only with cash, but also by providing an array of viable services and products. Companies were asked, therefore, whether in addition to funds, they contribute products or services to arts organizations. Over half (52%) say "yes" and 9% say "sometimes", for a combined 61% that contribute services and products in addition to cash.

The service and retail industries appear to be more prone to provide the arts with products and/or services in addition to cash contributions (75% and 76% respectively).

Table 31
Q.22 IN ADDITION TO FUNDS, DO YOU CONTRIBUTE PRODUCTS OR SERVICES TO ARTS ORGANIZATIONS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	52%	53%	35%	73%	39%	62%	36%	52%	46%	54%	48%	50%	62%
SOMETIMES	9%	6%	11%	3%	19%	13%	9%	9%	11%	8%	12%	6%	12%
NO	38%	40%	54%	22%	42%	25%	55%	38%	42%	38%	40%	44%	22%
DK/NA	1%	1%	-	2%	-	-	-	1%	1%	*	*	-	4%

However, services and product contributions do not altogether replace cash. Indeed, the majority of art contributors (87%) do not contribute products and/or services instead of cash. Rather, they seem to make these contributions in addition to their cash support.

Table 32
Q.22A DO YOU CONTRIBUTE PRODUCTS OR SERVICES INSTEAD OF FUNDS
BASE: ARTS CONTRIBUTORS
BASE: THOSE WHO CONTRIBUTE PRODUCTS AND SERVICES AS WELL AS FUNDS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	4%	-	-	1%	1%	21%	6%	4%	5%	8%	1%	1%	17%
SOMETIMES	4%	-	6%	1%	-	20%	-	4%	1%	-	6%	3%	13%
NO	87%	98%	94%	89%	99%	59%	83%	87%	90%	81%	92%	96%	54%
DK/NA	5%	2%	-	9%	-	-	11%	5%	4%	11%	1%	-	16%

Again, the FIR industry, most inclined to offer services and/or products, is also most likely (99%) to include these as part of, rather than instead of, cash contribution.

Local Versus National

American business, regardless of type, size and region prefers to support local projects or organizations over national ones. Fully 90% claim to have this preference, with only 1% saying that they prefer to support national projects or organizations, and 8% that do not have a particular preference.

Table 33
Q.24 DOES YOUR COMPANY PREFER TO SUPPORT LOCAL PROJECTS/ORGANIZATIONS, OR NATIONAL ONES
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	Midwst	South	West
LOCAL	90%	98%	89%	91%	88%	91%	88%	91%	86%	86%	89%	94%	95%
NATIONAL	1%	-	-	-	9%	-	3%	1%	1%	-	3%	2%	-
NO PREFERENCE	8%	2%	11%	7%	3%	9%	9%	7%	13%	14%	8%	4%	1%
DK/NA	1%	-	-	2%	-	-	-	1%	-	-	-	-	4%

Two thirds (65%) claim that company's contributions are allocated by the local branch as opposed to only 17% for whom support is allocated by the national office. For 14% the question, "does your company's contribution come from the local branch or from the national headquarters?" is not relevant since they have only one office.

For Southern companies, an even greater allocation of support comes from the local branch, rather than the national office (78% from local compared to 13% from headquarters). However, for large

business the distribution of local versus headquarters support shifts and reflects greater support allocated from headquarters (36%) than for the national sample.

Similarly, FIR companies also differ from the national sample in that they allocated less support from local (29%) as opposed to national headquarters (34%). But, for many of the FIR companies the question does not appear to be relevant (35%).

Table 34
Q.23 DOES YOUR COMPANY'S CONTRIBUTION COME FROM THE LOCAL BRANCH OR FROM THE NATIONAL HEADQUARTERS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	Midwst	South	West
LOCAL BRANCH	65%	62%	52%	81%	29%	71%	59%	67%	39%	61%	55%	78%	53%
NATIONAL HEADQUARTERS	17%	19%	31%	3%	34%	7%	28%	16%	36%	15%	29%	13%	14%
BOTH	2%	6%	-	3%	2%	1%	1%	1%	14%	2%	3%	1%	5%
NOT RELEVANT	14%	13%	17%	8%	35%	16%	12%	14%	10%	20%	10%	8%	20%
DK/NA	2%	-	-	5%	-	5%	*	2%	1%	2%	3%	-	8%

Preference for New and "Cutting Edge" Organization

While one in four (25%) say "yes," they support new art organizations, and 18% say that they "sometimes" support new organizations, the majority (52%) of companies do not lend their support to "new arts organizations." By implication, business tends to contribute to art organizations that have been in existence for some time. This seems to be the trend among all businesses

regardless of type, size or regional location.

Table 35
Q.25 DOES YOUR COMPANY SUPPORT NEW ARTS ORGANIZATIONS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	25%	19%	19%	19%	30%	35%	27%	24%	26%	23%	25%	22%	32%
SOMETIMES	18%	22%	12%	19%	14%	25%	16%	18%	24%	18%	17%	23%	10%
NO	52%	55%	65%	59%	47%	34%	48%	53%	45%	55%	52%	50%	49%
DK/NA	5%	4%	4%	3%	9%	6%	9%	5%	5%	4%	6%	5%	9%

An even greater number (78%) are less inclined to support "cutting edge" type art projects. Only 7% claim support for such projects, and 7% say they sometimes give their support to "cutting edge" type art projects. Once again, any response variation by company type, size or region, appears to be statistically insignificant.

Table 36
Q.26 DOES YOUR COMPANY SUPPORT RISK-TAKING OR "CUTTING EDGE" TYPE ART PROJECTS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	7%	9%	4%	7%	2%	8%	6%	6%	9%	7%	6%	8%	4%
SOMETIMES	7%	6%	7%	5%	3%	8%	12%	7%	10%	8%	6%	7%	9%
NO	78%	73%	78%	85%	86%	76%	73%	79%	76%	80%	81%	75%	78%
DK/NA	8%	12%	11%	3%	9%	8%	9%	8%	5%	5%	7%	10%	9%

Corporate Art Collection

Only 17% say their company has a corporate art collection, with that percentage increasing to 25% for the FIR and Service sectors and 23% for large business.

Of those who have a corporate art collection it appears that 43% open that collection to the public (32% say "yes" and 11% say "sometimes.")

Table 37
Q.27 DO YOU HAVE A CORPORATE ART COLLECTION
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	17%	17%	8%	12%	25%	25%	22%	17%	23%	16%	17%	19%	17%
NO	82%	83%	92%	86%	75%	75%	78%	82%	76%	84%	83%	81%	79%
DK/NA	1%	*	-	2%	-	-	*	1%	1%	*	-	*	4%

Table 38
Q.27A IS THE COLLECTION OPEN TO THE PUBLIC
BASE: ARTS CONTRIBUTORS
BASE: THOSE WITH A CORPORATE ART COLLECTION

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	32%	47%	3%	41%	10%	24%	41%	31%	34%	27%	34%	36%	26%
SOMETIMES	11%	2%	3%	19%	6%	12%	14%	11%	16%	2%	17%	19%	-
NO	57%	51%	94%	40%	84%	64%	45%	58%	50%	71%	49%	45%	74%
DK/NA	-	-	-	-	-	-	-	-	-	-	-	-	-

The majority who have a corporate art collection display it in their headquarters (78%). Only 17% say they lend the collection to their local branches.

Table 39
Q.27B IS THE ENTIRE COLLECTION KEPT IN THE HEADQUARTERS BUILDING OR LOANED TO LOCAL BRANCHES
BASE: ARTS CONTRIBUTORS
BASE: THOSE WITH A CORPORATE ART COLLECTION

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	Mid-West	South	West
KEPT IN HEADQUARTERS	78%	73%	51%	99%	100%	85%	58%	79%	71%	83%	95%	74%	50%
LOANED TO LOCAL BRANCHES	17%	24%	3%	-	2%	11%	41%	18%	11%	14%	1%	17%	50%
NOT RELEVANT	5%	3%	43%	1%	-	4%	-	3%	16%	3%	3%	9%	-
DK/NA	*	-	3%	-	-	-	1%	-	3%	*	1%	-	-

Finally, when asked: "In general, does your company prefer to underwrite or sponsor a special project, or does it prefer to contribute to the general support of an arts organization?", the majority (66%) seems to prefer giving to general support and 16% say they prefer to underwrite a special project. The number of those who prefer general support is somewhat higher in the South (74%) and lower in the West (58%). Otherwise, no significant variations exist when type or size of company are compared.

Table 40
Q.38 DOES YOUR COMPANY PREFER TO UNDERWRITE OR SPONSOR A SPECIAL PROJECT, OR TO CONTRIBUTE TO THE GENERAL SUPPORT OF AN ARTS ORGANIZATION
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	Mid-West	South	West
SPECIAL PROJECTS	16%	27%	22%	13%	4%	17%	15%	16%	16%	21%	18%	9%	21%
GENERAL SUPPORT	66%	61%	67%	66%	67%	66%	67%	67%	63%	64%	61%	74%	58%
NO PREFERENCE	14%	12%	11%	10%	30%	14%	15%	13%	20%	11%	16%	15%	12%
DK/NA	4%	*	-	11%	1%	3%	3%	4%	1%	4%	5%	2%	9%

Non-Supporters

Eighty-four percent of all business contributed to charitable causes. Of those, 58% did not contribute in the past three years to any art form or art organization. These companies - which did not contribute to the arts - were asked a few hypothetical questions regarding their company's level of interest in several possible support activities for the arts. When confronted directly with various options for art support, other than direct cash contribution, the overall level of interest appears to be modest. Only 18% would be interested in using the arts in their company's advertising campaigns, with those in the west (29%) expressing more interest and FIR companies (38%) appearing to be most interested.

Similarly, 19% would be interested in using the arts to market their company's products, with that percent increasing to 37% among FIR companies. However, 26% would be interested in using the arts in public relations programs, with substantially more interest in the East (34%) and among retail and FIR companies (33% and 44% respectively).

Over a third (37%) express an interest in displaying works of art in their building for employees and visitors to enjoy. This feeling is more pronounced in large business (56%) and most prevalent among FIR companies (63%). Yet, level of interest drops once again (to 18%) when asked about using the arts in company publications, annual reports or brochures. Still, FIR companies are more interested in this option (37%) and large business is also placed above the median with 27% expressing an interest in this potential form of contribution to the arts.

Level of interest in providing workplace performances for employees, is consistently low. Only 16% are somewhat interested in engaging the arts and, thus, making a viable contribution at the same time.

Table 41
Q.X12 IF YOUR CORP. WAS TO SUPPORT THE ARTS, WOULD IT BE INTERESTED IN:
BASE: CONTRIBUTORS TO SOCIAL CAUSES
BASE: NON-CONTRIBUTORS TO THE ARTS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	Mid-West	South	West
Displaying art at Corp for the public	37%	41%	26%	23%	63%	52%	44%	36%	56%	36%	31%	47%	30%
Using the arts in your PR program	26%	22%	15%	33%	44%	19%	34%	26%	37%	34%	23%	19%	32%
Sharing Sponsorship with another Corp.	24%	20%	20%	35%	32%	22%	20%	24%	26%	22%	25%	23%	25%
Using the arts to market products	19%	16%	12%	29%	37%	15%	15%	18%	25%	20%	12%	21%	21%
Using the arts in Corp. Advertising	18%	14%	13%	24%	38%	15%	17%	18%	21%	16%	12%	18%	29%
Using art in your pubs, annual report	18%	16%	10%	18%	37%	22%	20%	18%	27%	15%	14%	19%	25%
Provide employees special performance	16%	12%	12%	16%	32%	25%	15%	16%	26%	12%	14%	20%	18%

Since providing the arts with services, products, equipment and unused space is also a viable way of making a contribution, non-contributors were asked whether or not their company would be more likely to contribute to the arts if it could donate something other than cash.

One in four (26%) say their company would be more likely to contribute to the arts if it could donate equipment or products. One in five (21%) claim they would be more likely to contribute if they could provide volunteers rather than cash. And a fourth (25%) would be likely to assist with professional expertise instead of giving cash. Finally, a fifth (20%) would be more

likely to contribute if they could provide space rather than cash.

Some interesting differences emerge in comparing responses by type of business. For instance, FIR companies are somewhat more interested (37%) in the possibility of donating equipment or products in lieu of cash. Service companies are most likely to provide space (39%), volunteers (48%), or to assist with professional expertise (45%) rather than contribute cash.

Table 42
IN-KIND CONTRIBUTIONS
BASE: CONTRIBUTORS TO SOCIAL CAUSES
BASE: NON-CONTRIBUTORS TO THE ARTS

		SIC CATEGORY					
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other
EQUIPMENT/PRODUCTS	26%	25%	23%	26%	37%	24%	29%
VOLUNTEERS	21%	10%	12%	17%	18%	48%	32%
EXPERTISE	25%	20%	18%	16%	18%	45%	37%
SPACE	20%	8%	16%	15%	25%	39%	24%

BCA Members

BCA members are more systematic in their approach to giving. Many (47%) have set aside a special budget for contributing to the arts.

Table 43
Q.X13A1-7 Support for the arts comes from the following sources:
BASE: ARTS CONTRIBUTORS

	TOTAL
Profits/Revenues	72%
Foundation	71%
Special Budget	47%
Business Expense	35%
Employees	32%
P.R. Budget	30%
Advertising Budget	24%
Marketing Budget	18%

For a large majority of the members (71%), the financial support of the arts comes from a foundation. Sources of support for the arts are derived from profits (72%), business expense (35%), advertising (24%), public relations (30%), marketing (18%) and contributions of employees (32%).

However, unlike the Sample, BCA seems to follow specific guidelines for giving to the arts. Over two-thirds (69%) have criteria for giving and of those, 81% publish these criteria.

Table 44
Q.14 DOES YOUR COMPANY HAVE SPECIFIC GUIDELINES OR CRITERIA FOR GIVING TO THE ARTS

	TOTAL
YES	69%
NO	30%
DK/NA	1%

Table 45
Q.14A ARE THESE GUIDELINES PUBLISHED
BASE: ARTS CONTRIBUTORS
BASE: THOSE WHO HAVE SPECIFIC GUIDELINES FOR GIVING TO THE ARTS

	TOTAL
YES	81%
NO	9%
DK/NA	*

Compared to only 14% of the general Sample, two thirds (64%) of the BCA members establish a special department, committee, or staff for handling their contributions.

Table 46
Q.15 DOES YOUR COMPANY HAVE A SPECIAL DEPARTMENT/COMMITTEE/STAFF FOR MAKING AND EVALUATING CONTRIBUTIONS TO THE ARTS

	TOTAL
YES	64%
NO	35%

BCA members seem to publicize their its activities much more often than the general business population. Compared to only 5%

of the Sample, 43% of the members issue a report of their contributions to the public, 39% issue a report to the stockholders (compared to 10% of the Sample), and 51% issue a report of their contribution to their employees (compared with 17% of the Sample who do so).

Table 47
Q.17A-C COMPANY ISSUE A REPORT ON ITS CONTRIBUTIONS TO THE ARTS...

to Employees.	51%
to the Public.	43%
to Stockholders.	39%

BCA members also encourage their employees to volunteer to the arts organizations which they fund much more often than the general population (52% compared to 24%). And 66% of the members have an employee "matching gift" program for the arts compared to a small minority (7%) of the population who has established a similar type program.

Table 48
Q.20 ARE YOUR EMPLOYEES ENCOURAGED TO VOLUNTEER TIME TO THE ARTS ORGANIZATIONS WHICH YOU FUND

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	52%	46%	-	-	67%	44%	58%	56%	51%	46%	62%	61%	40%
SOMETIMES	10%	12%	-	50%	17%	11%	4%	22%	9%	11%	13%	11%	-
NO	37%	42%	100%	50%	8%	45%	38%	22%	39%	40%	25%	28%	60%

Table 49
Q.20 ARE YOUR EMPLOYEES ENCOURAGED TO VOLUNTEER TIME TO THE ARTS ORGANIZATIONS WHICH YOU FUND
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	24%	12%	26%	18%	26%	39%	24%	24%	29%	18%	29%	30%	17%
SOMETIMES	7%	8%	8%	5%	10%	6%	9%	7%	7%	4%	10%	7%	10%
NO	67%	76%	66%	75%	55%	55%	64%	67%	63%	76%	61%	60%	69%
DK/NA	2%	4%	-	2%	9%	*	3%	2%	1%	2%	*	3%	4%

Table 50
Q.21 DO YOU HAVE AN EMPLOYEE MATCHING GIFT PROGRAM

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	66%	81%	100%	50%	58%	33%	73%	33%	70%	74%	56%	56%	70%
NO	34%	19%	-	50%	42%	67%	27%	67%	30%	26%	44%	44%	30%

Table 51
Q.21 DO YOU HAVE AN EMPLOYEE MATCHING GIFT PROGRAM
BASE: ARTS CONTRIBUTORS

	TOTAL	SIC CATEGORY: Fact.	Sale	Retail	Manu- F.I.R.	Whole- Service	Other	1988 SALES: $25 M	$25 M	REGION: East	Under Mid	Over West	South	West
YES	7%	13%	5%	5%	16%	3%	7%	5%	23%	6%	7%	8%	5%	
NO	92%	87%	95%	93%	84%	97%	93%	94%	76%	94%	93%	92%	91%	
DK/NA	1%	*	-	2%	-	*	-	1%	1%	-	*	*	4%	

In addition to cash, many BCA members support the arts by donating products and/or services (35% answered "yes" and 27% answered "sometimes").

Table 52
Q.22 IN ADDITION TO FUNDS, DO YOU CONTRIBUTE PRODUCTS OR SERVICES TO ARTS ORGANIZATIONS

	TOTAL
YES	35%
SOMETIMES	27%
NO	38%

Unlike the Sample which allocates its contributions primarily from local branches, BCA members say their support is allocated either by headquarters (51%) or by both the local branch and headquarters (35%).

Table 53
Q.23 DOES YOUR COMPANY'S CONTRIBUTION COME FROM THE LOCAL BRANCH OR FROM THE NATIONAL HEADQUARTERS

	TOTAL
LOCAL BRANCH	4%
NATIONAL HEADQUARTERS	51%
BOTH	35%
NOT RELEVANT	10%

The preference for supporting local projects and organizations is not as overwhelming as for the Sample (90%) but is still strong among BCA members (63%).

Table 54
Q.24 DOES YOUR COMPANY PREFER TO SUPPORT LOCAL PROJECTS/ORGANIZATIONS, OR NATIONAL ONES

	TOTAL
LOCAL	63%
NATIONAL	8%
NO PREFERENCE	28%

Table 55
Q.24 DOES YOUR COMPANY PREFER TO SUPPORT LOCAL PROJECTS/ORGANIZATIONS, OR NATIONAL ONES
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
LOCAL	90%	98%	89%	91%	88%	91%	88%	91%	86%	86%	89%	94%	95%
NATIONAL	1%	-	-	-	9%	-	3%	1%	1%	-	3%	2%	-
NO PREFERENCE	8%	2%	11%	7%	3%	9%	9%	7%	13%	14%	8%	4%	1%
DK/NA	1%	-	-	2%	-	-	-	1%	-	-	-	-	4%

BCA members are more prone to support new arts organizations than non-members (53% compared to 25%). They are also more likely to lend their support to "cutting edge" type of organizations (53% say "yes" or "sometimes, compared to only 7%).

Table 56
Q.25 DOES YOUR COMPANY SUPPORT NEW ARTS ORGANIZATIONS

	TOTAL
YES	53%
SOMETIMES	23%
NO	20%

Table 57
Q.25 DOES YOUR COMPANY SUPPORT NEW ARTS ORGANIZATIONS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	25%	19%	19%	19%	30%	35%	27%	24%	26%	23%	25%	22%	32%
SOMETIMES	18%	22%	12%	19%	14%	25%	16%	18%	24%	18%	17%	23%	10%
NO	52%	55%	65%	59%	47%	34%	48%	53%	45%	55%	52%	50%	49%
DK/NA	5%	4%	4%	3%	9%	6%	9%	5%	5%	4%	6%	5%	9%

Table 58
Q.26 DOES YOUR COMPANY SUPPORT RISK-TAKING OR "CUTTING EDGE" TYPE ART PROJECTS

	TOTAL
YES	28%
SOMETIMES	25%
NO	43%

Table 59
Q.26 DOES YOUR COMPANY SUPPORT RISK-TAKING OR "CUTTING EDGE" TYPE ART PROJECTS
BASE: ARTS CONTRIBUTORS

		SIC CATEGORY						1988 SALES		REGION			
	TOTAL	Manu-Fact.	Whole-Sale	Retail	F.I.R.	Service	Other	Under $25 M	Over $25 M	East	MidWst	South	West
YES	7%	9%	4%	7%	2%	8%	6%	6%	9%	7%	6%	8%	4%
SOMETIMES	7%	6%	7%	5%	3%	8%	12%	7%	10%	8%	6%	7%	9%
NO	78%	73%	78%	85%	86%	76%	73%	79%	76%	80%	81%	75%	78%
DK/NA	8%	12%	11%	3%	9%	8%	9%	8%	5%	5%	7%	10%	9%

A majority of members (56%) have a corporate art collection. Of those, 53% keep the collection open to the public (42% say "yes" and 11% say "sometimes").

Table 60
Q.27 DO YOU HAVE A CORPORATE ART COLLECTION

	TOTAL
YES	56%
NO	41%

TABLE 61
Q.27a. IS THE COLLECTION OPEN TO THE PUBLIC?

	TOTAL
YES	42%
SOMETIMES	11%
NO	44%
DK/NA	3%

Finally, 43% prefer to contribute to the general support of an art organization compared with 29% who express a preference for underwriting a special project and 27% who claim they have no preference in this respect.

Table 62
Q.38 DOES YOUR COMPANY PREFER TO UNDERWRITE OR SPONSOR A SPECIAL PROJECT, OR TO CONTRIBUTE TO THE GENERAL SUPPORT OF AN ARTS ORGANIZATION

	TOTAL
SPECIAL PROJECTS	29%
GENERAL SUPPORT	43%
NO PREFERENCE	27%

When it comes to influencing the decision to support the arts among BCA members, top executive and companies' CEO or general manager appear to have the most influence (96% and 95% respectively). Corporate contribution officers appear to be also influential, having been mentioned by 86% as having "influence" or "some influence." Middle managers and employees also have "some influence" (66% and 67% respectively). In addition, shareholders, business clients and the general public seem to possess influence over the decision to support the arts (27%, 37% and 34% respectively).

Table 63
Q.18 INFLUENCES ON DECISIONS TO SUPPORT THE ARTS

	DOES INFLUENCE
Top Executives	96%
CEO or Chairman	95%
Corp. Contributions Officer	86%
Employees	67%
Middle Managers	66%
Business Clients	37%
General Public	34%
Stockholders	27%

SECTION 4: WHY DOES BUSINESS GIVE TO THE ARTS?

Reasons For Giving To The Arts

When asked: "In your own words, can you tell me what are two or three benefits your company hopes to achieve by contributing to the arts?", respondents are not short for words.

Open-ended responses, coded into discrete conceptual categories, reflect a strong sense of social responsibility coupled with a keen desire to contribute to the general welfare of society.

About one third (34%) describe their motivations for giving to the arts in global philosophical terms. These are captured in the general desire to "enhance or contribute to society." Similarly, about one quarter (26%) summarize their benefits in the "satisfaction of promoting the arts".

Along with these altruistic motivations for lending support to the arts, there are also pragmatic business calculations which are articulated in various ways. Thus, among the benefits achieved by business, a third (33%) say support to arts "improves relations with the community" in which they conduct their business. And an additional 24% admit they benefit from "promoting their company" and, as a result, "getting more business." Only a very small minority (5%) claim their motivation rests in public relations benefits among their own employees.

Table 64
Q.28 BENEFITS YOUR COMPANY HOPES TO ACHIEVE BY CONTRIBUTING TO THE ARTS
BASE: ARTS CONTRIBUTORS

	TOTAL	SIC CATEGORY: Manu- Fact.	Whole- Sale	Retail	F.I.R.	Service	Other
Enhance/Contribute to society	34%	39%	17%	22%	33%	49%	46%
Improve relations with community	33%	29%	34%	24%	48%	33%	42%
Satisfaction of promoting the arts	26%	16%	32%	35%	21%	19%	24%
Promote company/ get more business	24%	35%	29%	27%	35%	22%	10%
Enhance/Contribute to Art/Education	6%	1%	10%	*	17%	9%	6%
Public relations among employees	5%	8%	1%	5%	3%	4%	9%
Tangible benefits for employees	1%	1%	-	-	9%	-	3%
DK/NA	7%	12%	8%	9%	1%	6%	6%

By comparison, when asked to assess the importance of reasons for contributing to the arts, a similar number (36%) of companies would rate "good corporate citizenship" as very important, with 40% rating this reason as somewhat important.

Also, one third (33%) would say that to "enhance public relations in communities where the business is located" is a "very important" reason for contributing to the arts, and 43% would rate that reason as "somewhat important."

Twenty nine percent (29%) feel that contributing to the arts in order to "enhance the company's image and reputation", is very important, with an additional 44% rating this benefit as somewhat important. And 14% state that "promoting a brand or the company's recognition" is indeed a very important reason for contributing, with that percentage increasing to 27% for those who view this reason as somewhat important.

Only a small minority (7%) think that keeping up with other companies in the industry is a very important reason for giving. However, one in five (22%) feel it is a somewhat important motivation. A similar number (9%) say that providing employees with benefits constitutes a very important reason for giving, with that number rising to 30% for those who feel that it is a somewhat important reason for contributing to the arts.

Table 66
IMPORTANCE OF ART SUPPORT
BASE: ARTS CONTRIBUTORS

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
Good Corporate citizenship	36%	40%	15%	7%
Enhance PR in local community	33%	43%	15%	8%
Enhance Corp. image and reputation	29%	44%	18%	8%
Promote brand or service recognition	14%	27%	28%	29%
Keep up with Corps in the industry	7%	22%	33%	35%
Provide employee benefits	9%	30%	27%	31%

When we combine 'very important' with 'somewhat important' and compare the frequency distribution of responses by type and size of company, some interesting trends emerge. For example, when considering: "To provide good corporate citizenship" as the motivation for giving, 76% rate it as important, but the number rises to 87% for big business and to 89% for FIR companies. However, big business and FIR companies are more prone to agree that enhancing public relations in the communities where the company is located is an important reason for giving to the arts. (84% of big business and 90% of FIR companies say that compared to 77% of the national average). They are also more inclined to rate as important the reasons of enhancing the company's image and reputation (81% and 82% respectively compared to a national average of 74%).

Table 67 INFLUENCE OF ART SUPPORT
BASE: ARTS CONTRIBUTORS

	TOTAL	SIC CATEGORY: Manu- Fact.	Whole- Sale	Retail	F.I.R.	Service	Other	1988 SALES: Under $25 M	Over $25 M
Good Corporate citizenship	76%	87%	58%	74%	89%	76%	82%	75%	87%
Enhance PR in local community	77%	89%	65%	72%	90%	71%	85%	76%	84%
Enhance Corp. image and reputation	74%	89%	61%	63%	82%	78%	82%	73%	81%
Promote brand or service recognition	42%	52%	44%	38%	55%	41%	34%	42%	36%
Keep up with Corps in the industry	29%	26%	33%	26%	48%	30%	24%	29%	27%
Provide employee benefits	39%	40%	43%	33%	51%	40%	36%	38%	48%

Expectations

When asked the open-ended question: "Have your expectations about these benefits been met or were you disappointed?", 76% of the entire business population claim their expectations were met, 7% say they were disappointed, and 17% cannot decide and provide no answer.

While 76% claim their expectations about the benefits of contributing to the arts have been met, only 68% can articulate the reasons for their perceived gains. Responding to an open-ended format question, 34% say they enjoy seeing the arts flourish. Yet, 14% feel their company's image was enhanced in the

community, and 12% claim that the community itself has benefited from their contributions. Only a minor 3% say that their contribution generated good feeling among their employees.

Of the small minority (6%) who admitted to being disappointed from their support activity on behalf of the arts, 3% feel that they did not get any publicity, and a negligible 1% claim they did not get more business as a result of their support.

Table 68
Q.29A REASONS WHY EXPECTATIONS OF ART SUPPORT WERE MET
BASE: ARTS CONTRIBUTORS

	TOTAL
Expectations met	68%
Image of company enhanced	14%
General benefits	9%
Community benefits	12%
Employees' good feelings	3%
Tangible benefits for employees	1%
Enjoy to see the arts flourish	34%
Disappointed	6%
Did not get more business	1%
Did not get publicity	3%
Arts were disappointing	1%
Employees were not receptive	-
DK/NA	26%

BCA Members

The motivations of BCA members for giving to the arts are very similar to those articulated by the general population. Along with the altruistic and general philosophical reasons, members express self motivation. For example, 37% are hoping to benefit from their contributions by improving relations with the community in which they conduct their business. And 27% say they hope to benefit by promoting the company or get more business.

Table 69
Q.28 BENEFITS YOUR COMPANY HOPES TO ACHIEVE BY CONTRIBUTING TO THE ARTS

	TOTAL
Enhance/Contribute to society	56%
Improve relations with community	37%
Promote company/ get more business	27%
Satisfaction of promoting the arts	19%
Public relations among employees	14%
Enhance/Contribute to Art/Education	9%
Tangible benefits for employees	-

Are members expectations met or are they disappointed? For the most part, members claim their expectations are met (89%).

Table 70
Q.29 HAVE YOUR EXPECTATIONS ABOUT THESE BENEFITS BEEN MET OR WERE YOU DISAPPOINTED

	TOTAL
EXPECTATIONS MET	89%
DISAPPOINTED	5%

METHODOLOGY

This report reflects the findings of a telephone survey with a representative sample of 1,007 companies which represent U.S. businesses with sales of at least one million dollars in 1988. It is concerned with business attitudes toward, and financial support of the arts.

Sample Design

The sample was obtained using the following process:

First, the Dun and Bradstreet's nationwide list of 955,876 companies was used to generate a sampling frame of 8,000 companies. This sampling frame was divided into two equal-size groups: 4,000, with sales between $1 and $25 million, and 4,000 with sales of $25 million and over. Next, each group of 4,000 was stratified according to Standard Industry Classification (SIC). Among the sample of over 8,000 company names, 1,007 interviews were completed.

The initial over-sampling of large business (with sales revenues of over $25 million) was intended to ensure that sufficient numbers of large contributors would be interviewed. After the data collection phase of the study was completed, the sample was weighted by sales size, location and the SIC code so that it is projectable and can adequately represent the distribution of companies in the entire U.S. business population.

The BCA Membership

A separate survey of BCA membership was undertaken based on a list of over 100 current members provided by the BCA. Efforts were made to interview everyone on the list. However, difficulties in scheduling appointments, vacations and a lack of response, resulted in 70 complete interviews. To these 70, we added nine more member companies that were selected randomly in the national sample, for a total of 79 BCA member companies.

Questionnaire Development and Interviewing

The questionnaire made use of three types of questions: closed-end questions that required respondents to select among specific options; open-ended questions that asked respondents to answer in their own words; and projective questions that asked respondents to agree or disagree with set propositions.

The actual questionnaire used for interviewing was constructed by Research & Forecasts, Inc. and modified with input from BCA staff. The final questionnaire had the approval of BCA and was pretested prior to use - between July 23 and August 3, 1989. The function of the pretest was to ensure that the questions were clearly worded and easily understood by the respondents.

The interviews were conducted between August 18 and August 31, 1989 from a central telephone interviewing facility owned and operated by Research & Forecasts, Inc. The average length of the interview was 20 minutes. Interviewers were carefully screened and rigorously trained to maximize the response rate and to fulfill the objectives of the study. On-site supervision and voice monitoring of actual interviews were routinely conducted to ensure quality of work.

Questionnaires were edited and responses to open-ended questions were coded in our New York office. The full questionnaire was then keypunched, verified, and programmed for analysis. Finally, the data was tabulated and analyzed by senior personnel at Research & Forecasts, Inc.

The BCA Report
Sample Profile

	Unweighted	Unweighted %	Weighted %
Total	1,007	100%	100%
Standard Industry Classification (SIC)			
Manufacturing	253	25.2	15.2
Wholesale	180	17.8	21.1
Retail	160	15.8	20.7
FIR[1]	67	6.7	6.5
Service[2]	170	16.9	17.3
Other[3]	177	17.5	19.2
Annual Sales Revenue			
Under $25 million	502	49.8	94.8
$25 million +	507	50.2	5.2
Region			
East	295	29.3	26.2
Midwest	287	28.5	25.3
South	285	28.3	30.0
West	140	13.9	18.5

1. FIR: Financial, Insurance and Real Estate
2. Service: Includes Hotels, Health, Education and Social Services
3. Other: Includes Transportation, Communication and Utilities

Profile of BCA Members

		%
Total (Interviewed)	79	100
Standard Industry Classification (SIC)		
Manufacturing	26	32.9
Wholesale	1	1.3
Retail	2	2.6
FIR[1]	12	15.2
Service[2]	9	11.3
Other[3]	26	32.9
DK	3	3.8
Region		
East	35	44.3
Midwest	16	20.2
South	18	22.8
West	10	12.7

1. FIR: Financial, Insurance and Real Estate

2. Service: Includes Hotels, Health, Education and Social Services

3. Other: Includes Transportation, Communication, and Utilities

BUSINESS CONTRIBUTIONS TO THE ARTS

RESP# _____ (1-5)

CARD#1 (6)

SIC CODE CATEGORY

	(1st 2 of 4 digit code)	(7-8)
Manufacturing	(20-39)	1
Wholesale	(50-51)	2
Retail	(52-59)	3
FIRE (Fin. Serv.)	(63-67)	4
Services	(70-89)	5
Other (excl. 60-62) (excl. 90-97)		6

SIC CODE ____ ____ (FIRST TWO DIGITS FROM SAMPLE) (9-10)

EMPLOYEES ____ ____ ____ ____

DATE _____

INTERVIEWER _____ # _____

TIME STARTED _____ AM[ ] PM[ ]

TIME ENDED _____ AM[ ] PM[ ]

ELAPSED TIME _____

RESPONDENT NAME _____

RESPONDENT TITLE _____

COMPANY NAME _____

CITY/TOWN _____

ZIP CODE _____ _____ _____ _____ _____ - _____

TEL. NO. (_____)_____

SWITCHBOARD/RECEPTIONIST INTRODUCTION:

Hello, I'm _____ from Research & Forecasts Business Research Center in New York City. We are conducting an important research study nationwide.
Is this _____?
(NAME OF COMPANY FROM SAMPLE CARD)

I would like to speak to _____?
(NAME OF PERSON ON SAMPLE CARD)

SECRETARY INTRODUCTION:
May I speak with _____
(NAME OF PERSON FROM SAMPLE CARD)
IF HESITATES, SAY: My name is_____. I'm from Research and Forecasts Business Research Center in New York City. I am calling on behalf of the Business Committee for the Arts. We are conducting a major study nationwide on business attitudes towards, and support for the arts. Would

_____
NAME OF PERSON ON SAMPLE CARD) be the right person to talk to or is there anyone else in this company responsible for corporate or charitable contributions?

RESPONDENT INTRODUCTION:

Hello, I am _____ from Research and Forecasts Business Research Center in New York City. We are conducting a nationwide study on business attitudes toward, and support for, the arts. Are you the person who is responsible for corporate contributions?

(IF NECESSARY ADD:) We are not asking for money or selling anything, this is strictly a research study. (THEN SAY:) We would appreciate your help, and of course, all of the information is strictly confidential.

SCREENING QUESTION:

A. In order to categorize your answers, could you please tell us if your firm's annual sales for 1988 were ..... (READ LIST.)

Under $1 million	(TERMINATE Q.A UNDER)	(RECORD ON SAMPLE)
Over $25 million	(CONTINUE INTERVIEW)	(RECORD ON SAMPLE)
DK/NA	(ASK Q.B)	

B. Who else at your company makes major financial decisions for your company and could tell us what your sales were for 1988? (RECORD NAME/TEL. NO. ON SAMPLE CARD)

DK/NA (TERMINATE Q.B) (RECORD ON SAMPLE)

GENERAL ATTITUDES QUESTIONS

1. In general, does your company favor or oppose corporate contributions to social causes?

Favor	1	(11)
Oppose	2	
DK/NA	9	

1a. The following are statements people often make about the role and responsibility of business toward society, the community, and the arts. For each statement I read, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA	
Business should be a leader in public service and volunteer activities	1	2	3	4	9	(12)
In the face of government cutbacks, businesss has the responsibility to increase its contributions to charitable causes.	1	2	3	4	9	(13)
Business should support public service activities because such activities can benefit its image.	1	2	3	4	9	(14)
Businesss should engage in the least amount of public service activities essential to maintain satisfactory relations in the communities where it conducts its business.	1	2	3	4	9	(15)
Business doesn't have any responsibility to engage in public service activities.	1	2	3	4	9	(16)
Businesss should only concern itself with making profits.	1	2	3	4	9	(17)

GENERAL CONTRIBUTIONS

2. Does your company get any requests for charitable contributions from any social causes, community charities, educational institutions or art organizations?

Yes	(ASK Q.2a)	1	(18)
No	(SKIP TO Q.3)	2	
DK/NA	(SKIP TO Q.3)	9	

2a. About how many requests, would you say, your company receives annually? (PROBE:) Is it less than 100 or more than 100?

(IF LESS THAN 100) Is it from?		(IF MORE THAN 100) Is it about?		(19)
1-9	1	101 to 250	5	
10-24	2	251 to 500	6	
25-50	3	500 to 1000	7	
51-100	4	More than 1000	8	
DK/NA	9	DK/NA	9	

2b. Approximately how many of these requests, if any, are from arts organizations, for example, symphony orchestras, museums, dance companies, theaters, etc.

(MUST <u>EQUAL TO OR BE LESS THAN 2a)</u>

(IF LESS THAN 100) Is it from?		(IF MORE THAN 100) Is it about?		(20)
1-9	1	101 to 250	5	
10-24	2	251 to 500	6	
25-50	3	500 to 1000	7	
51-100	4	More than 1000	8	
DK/NA	9	DK/NA	9	

3. As far as you know, did your company contribute to any social causes, community charities, or to the arts in the past 3 years?

Yes	(SKIP TO Q.4)	1 = Long Survey (21)
No	(ASK Q.3a)	2 = Short Survey

3a. Why not? [DON'T READ LIST] (22)

CEO DOESN'T BELIEVE IN IT	1
NOT A PRIORITY	2
SPEND MONEY ON OTHER THINGS	3
CASH SHORTAGE THIS YEAR	4
HAVEN'T BEEN APPROACHED	5
DON'T LIKE THE ORGANIZATIONS THAT APPROACHED US	6
DON'T BELIEVE YOU GET ADEQUATE RETURN FOR YOUR MONEY	7
DOESN'T BENEFIT THE COMPANY	8
Any other _____	9

SKIP TO Q.8

ASK 8, 9, 10 THEN SKIP TO PAGE 18, "COMPANY DEMOGRAPHICS"

(REMEMBER AFTER Q.10 TO GO TO DEMOGRAPHICS)

(BE SURE TO KEEP TRACK OF SHORT VS LONG SURVEYS)

4. Can you tell me to which type of organizations or causes did your company contribute? [CHECK LIST BUT DO NOT READ. PROBE FOR TYPE OF ORGANIZATION]

ART ORGANIZATIONS	1	(23)
MEDICAL/SCIENCE RESEARCH	2	
COMMUNITY CHARITIES SUCH AS THE UNITED WAY	3	
RELIGIOUS ORGANIZATIONS	4	
ENVIRONMENTAL PROGRAMS/ORGANIZATIONS	5	
PROGRAMS FOR THE UNDERPRIVILEGED	6	
DRUG OR ALCOHOL ABUSE PROGRAMS	7	
CHILD ABUSE PROGRAMS	8	
EDUCATIONAL INSTITUTIONS	9	
POLITICAL ACTIONS COMMITTEES	0	
COMMUNITY ACTION ORGANIZATIONS	X	
HOSPITALS	Y	
YOUTH ORIENTED PROGRAMS	Z	

4a. Any others?_____(24)

_____

5. Who or what group of people in your company make the decision to contribute to these programs or organizations? (TITLE I.E., CEO, GROUP NAME I.E., EXEC COMMITTEE) (25)

_____ [ASK TITLE OF PERSON]

6. Is the CEO, President or Chairman of your company personally committed to any particular charity or cause?

Yes (Q.6a)	1	(26)
No (SKIP TO Q.7)	2	
DK/NA (SKIP TO Q.7)	9	

6a. To which one? (27)

_____

7. What was the total amount your company donated to all charitable causes in 1988?

$_____ (28-29)
USE SCALE PROVIDED

8. (ASK EVERYONE) Does your company seek out those causes which it wants to support or is your company more likely to contribute to an organization if you are approached by that organization directly.

More likely if approached by an organization	1	(30)
Seek out causes	2	
Both	3	
DON'T GIVE (VOL)	4	
DK/NA	9	

9. If you knew or heard of any company or companies which contributes to charitable causes, would it have made you feel better about that company or make no difference in the way you feel about it?

Makes me feel better	1	(31)
Makes no difference	2	
DK/NA	9	

10. Have you ever heard of the Business Committee for the Arts?

Yes (ASK Q.10a)	1	(32)
No (SKIP TO Q.11)	2	
DK/NA	9	

10a. Are you a member of the Business Committe for the Arts?

Yes	1	(33)
No	2	(WHEN FINISHED, MARK BCA ON TOP OF QUES AND PUT IN SEPARATE FILE)
DK/NA	9	

(IF "NO" Q.3, SKIP TO DEMOS - PAGE 18)

(CHECK BACK TO Q.3 IF YOU DON'T REMEMBER)

11. I asked you a moment before about your company's general contributions. Now, I would like specifically to ask you about contributions to the Arts. In the past three years, did your company contribute either cash or non-cash, by non-cash I mean things like services, products, volunteers etc., to any art form or art organization? By art form, I mean things such as dance, music, theater, museums, etc...

Yes	(SKIP to Q.13)	1	(34)
No	(ASK Q.11a, Q.12)	2	
DK/NA	(ASK Q.11a, Q.12)	9	

11a. I'd like to ask you a couple of hypothetical questions specifically about contributions to the arts. Would your company be more likely to support the arts if:

	More Likely	Less Likely	No Difference	DK/ NA	
It could donate equipment, or products rather than cash.	1	2	3	9	(35)
It could provide volunteers rather than donate cash.	1	2	3	9	(36)
It could assist with professional expertise, for example, management, accounting etc., rather than donate cash.	1	2	3	9	(37)
It could provide space rather than donate cash.	1	2	3	9	(38)

12. If your company were to support the arts, how interested would it be in the following? Do you think it would be very interested, somewhat interested, somewhat disinterested, or very disinterested.

	Very Interested	Somewhat Interested	Somewhat Disinterested	Very Disinterested	DK/NA	
Sharing sponsorship of arts programs with another company.	1	2	3	4	9	(39)
Using the arts in your company's advertising campaigns.	1	2	3	4	9	(40)
Using the arts to market your company's products.	1	2	3	4	9	(41)
Using the arts in public relations programs.	1	2	3	4	9	(42)
Displaying works of art in your buildings for employees and visitors to enjoy.	1	2	3	4	9	(43)
Using the arts in your corporate or business publications, annual reports, brochures, etc.	1	2	3	4	9	(44)
Providing for your employees special performances in the workplace - i.e., dance or music during lunchtime, etc....	1	2	3	4	9	(45)

SKIP TO "COMPANY DEMOGRAPHICS" PAGE 18

CONTRIBUTIONS TO THE ARTS - PROCEDURES

13. Does your company have a special budget set aside for contributions to the arts?

Yes	(ASK Q.13a - Q.13d)	1	(46)
No	(ASK Q.13a, THEN SKIP TO Q.14)	2	
DK/NA	(ASK Q.13a, THEN SKIP TO Q.14)	9	

13a. Where does financial support of the arts within your company come from? Does it come from:

	Does	Does Not	DK/NA	
Business foundation	1	2	9	(47)
Profits - revenues	1	2	9	(48)
Contributions of employees	1	2	9	(49)
Advertising budget	1	2	9	(50)
Public relations budget	1	2	9	(51)
Marketing budget	1	2	9	(52)
Business Expense, i.e. - tickets to special events	1	2	9	(53)

Other:_____

(IF NO/DK IN Q13 SKIP TO Q.14)

13b. How does your company decide what amount from the total contribution budget to set aside for the arts? Is it: (READ LIST)

(54)

Based on prior years contributions. 1

OR

Based on comparisons with other companies of your size. 2

OR

Based on comparisons to other companies in your industry. 3

OR

Some other way? (Specify) _____

13c. Is your contribution to the arts based mainly on a percentage of pretax net income?

Yes (ASK Q.14d)	1	(55)
No (SKIP TO Q.14)	2	

13d. What percentage is it? (TAKE RANGE RESPONSE IF NECESSARY) (56-57)

_____%

14. Does your company have specific guidelines or criteria for giving to the arts?

Yes (ASK Q.14a)	1	(58)
No (SKIP TO Q.15)	2	
DK/NA	9	

14a. Are these guidelines published?

Yes	1	(59)
No	2	
DK/NA	9	

15. Does your company have a special department, committee, or staff for making and evaluating contributions to the arts?

Yes (ASK Q.15a)	1	(60)
No (SKIP TO Q.16)	2	
DK/NA (SKIP TO Q.16)	9	

15a. Do all requests for contribution to the arts go through this department, committee or staff?

Yes	1	(61)
No	2	
DK/NA	9	

16. How often, would you say does your company contribute to the arts? (READ LIST)

Every year	1	(62)
Every 2 or 3 years	2	
Every few years	3	
Contributed only once	4	
DK/NA	9	

17. Does your company issue a report or publicize its contributions to the arts to the:

	Yes	No	DK/NA	
Public	1	2	9	(63)
Stockholders	1	2	9	(64)
Employees	1	2	9	(65)

18. How much influence do the following groups or individuals have on your company's decisions to support the arts? Would you say, a great deal of influence, some influence, little influence, or no influence at all?

	A great deal of influence	Some Influence	Little Influence	No Influence	DK/NA	Does Not Apply	
Employees	1	2	3	4	9	X	(66)
Middle Managers	1	2	3	4	9	X	(67)
Corporate Contribution Officer	1	2	3	4	9	X	(68)
Top Executives	1	2	3	4	9	X	(69)
C.E.O. or Chairman	1	2	3	4	9	X	(70)
Stockholders	1	2	3	4	9	X	(71)
Business Clients	1	2	3	4	9	X	(72)
The General Public	1	2	3	4	9	X	(73)

THE NATURE OF THE CONTRIBUTIONS TO THE ARTS

19. Do you tend to fund arts projects which offer your employees special benefit programs - such as discount tickets, lunchtime performances and lectures, etc.?

Yes	(ASK Q.19a)	1	(74)
Sometimes	(ASK Q.19a)	2	
No	(SKIP TO Q20)	3	
DK/NA		9	

19a. Is this a factor in your funding?

Yes	1	(75)
No	2	
Sometimes	3	
DK/NA	9	

20. Are your company's employees encouraged to volunteer time to the arts organizations which you fund?

Yes	1	(76)
No	2	
Sometimes	3	
DK/NA	9	

21. Do you have an employee matching gift program?

Yes	1	(77)
No	2	
DK/NA	9	

(Z 78-80)

ID (1-5)
CARD #2 (6)

22. In addition to funds, do you contribute products or services to arts organizations?

Yes	(SKIP TO Q.23)	1	(7)
Sometimes	(SKIP TO Q.23)	2	
No	(ASK Q.22a)	3	
DK/NA	(ASK Q.22a)	9	

22a. Do you contribute products or services to arts organizations instead of funds?

Yes	1	(8)
No	2	
Sometimes	3	
DK/NA	9	

23. Does your company's contribution come from the local branch or from the national headquarters?

Local Branch	1	(9)
National Headquarters	2	
Not relevant	3	
Both	4	
DK/NA	9	

24. Does your company prefer to support local projects or organizations, or national ones?

Local	1	(10)
National	2	
No preference	3	
DK/NA	9	

25. Does your company support new arts organizations?

Yes	1	(11)
No	2	
Sometimes	3	
DK/NA	9	

26. Does your company support risk-taking or "cutting edge" type arts projects?

Yes	1	(12)
No	2	
Sometimes	3	
DK/NA	9	

27. Do you have a corporate art collection?

Yes	(ASK Q.27a)	1	(13)
No	(SKIP TO Q.28)	2	
DK/NA	(SKIP TO Q.28)	9	

27a. Is the collection open to the public?

Yes	1	(14)
No	2	
Sometimes	3	
DK/NA	9	

27b. Is the entire collection kept in the headquarters building or loaned to local branches?

Kept in headquarters	1	(15)
Loaned to local branches	2	
Not relevant	3	
DK/NA	9	

27c. Do you lend works from your art collections to museums, or for special exhibitions?

Yes	1	(16)
No	2	
Sometimes	3	
DK/NA	9	

REASONS, EXPECTATIONS AND PERCEIVED GAINS

28. In your own words, can you tell me what are 2 or 3 benefits your company hopes to achieve by contributing to the arts?

_____ (17-18)

_____ (19-20)

_____

29. Have your expectations about these benefits been met or were you disappointed?

Expectations met	1	(21)
Disappointed	2	
DK/NA	9	

29a. Why do you say that? What other reasons?

_____ (22-23)

_____ (24-25)

_____

30. Here are some reasons often given for contributing to the arts. How important are these to your company. Very important, somewhat important, not very important or not at all important?

	Very Important	Somewhat Important	Not very Important	Not at all Important	DK/NA	
Provide good corporate citizenship	1	2	3	4	9	(26)
Enhance public relations in communities where your business is located	1	2	3	4	9	(27)
Enhance the company's image and reputation	1	2	3	4	9	(28)
Promote brand or service recognition	1	2	3	4	9	(29)
Keep up with companies in your industry	1	2	3	4	9	(30)
Provide employee benefits	1	2	3	4	9	(31)

31. Are you likely to continue contributing to the Arts in the next couple of years?

Yes	1	(32)
No	2	
DK/NA	9	

32. Did your company support any of the Arts in:

	Yes	No	DK/NA	
1986?	1	2	9	(33)
1987?	1	2	9	(34)

33. How did your company's support of the Arts in 1988 compare to 1985? Did it...

Increase	(ASK Q.33a)	1	(35)
Decrease	(ASK Q.33a)	2	
Stay the same	(ASK Q.33a)	3	
DK/NA	(SKIP TO Q.34)	9	

33a. Why did it (increase, decrease, stay the same)?

_____ (36)

_____

_____

34. How about for 1989? Compared to 1988 has your support thus far of the Arts:

Increased	1	(37)
Decreased	2	
Stayed the same	3	
DK/NA	9	

35. In 1988, how much did your company give in total to the Arts -- that is, excluding any amount for art collection or for art purchasing, but including all funds given to a foundation?

$_____ (38)

SEE SCALE PROVIDED

36. Approximately, how much of this amount was given as cash contribution?

$_____ (39)

SEE SCALE PROVIDED

*IF NUMBERS FOR Q.35 AND Q.36 ARE THE SAME -- SKIP TO Q.38

*IF NUMBERS FOR Q.35 AND Q.36 ARE DIFFERENT, ASK Q.37.

37. Can you tell for which of the following items money was spent in 1988? (FOR EACH "YES" ASK): How much was spent?

	YES	NO	$	
Volunter employee time	1	2	_____	(40)
Employee matching gift fund	1	2	_____	(41)
Donation of equipments, products or space	1	2	_____	(42)
Marketing	1	2	_____	(43)
Public Relations	1	2	_____	(44)
Advertising	1	2	_____	(45)

37a. What other ways did you contribute?

_____ (46-47)

_____

How much did you spend? $_____ (48)

38. In general, does you company prefer to underwrite or sponsor a special project, or does it prefer to contribute to the general support of an arts organization?

Special Projects	1	(49)
General Support	2	
No Preference	3	
DK/NA	9	

39. I would like to ask you about your company's contributions to specific forms of the Arts. Please do not include any commercial sponsorship like jazz or rock concerts, etc. For each category I read, please tell me to the best of your ability, how much money was contributed to this art form in 1988?

Music [jazz, chamber, modern, etc.]	$ _____	(50)
Opera	_____	(51)
Symphony Orchestra	_____	(52)
Dance [ballet, modern, etc.]	_____	(53)
Theater	_____	(54)
Museums - including exhibition sponsorships	_____	(55)
Public Radio and Television - General Support	_____	(56)
Public Radio and Television - Program Underwriting	_____	(57)
Historic and Cultural Preservation Projects	_____	(58)
Crafts and Folk Art	_____	(59)
Films - Noncommercial	_____	(60)
Cultural Facilities	_____	(61)
Libraries	_____	(62)
Poetry and Writing	_____	(63)
Video projects (noncommercial)	_____	(64)
Art education programs	_____	(65)
Artists-in-Residence Programs	_____	(66)
Other: _____		(67)

COMPANY DEMOGRAPHICS

D1. Is this a public or privately held company?

Public	1	(68)
Private	2	
DK/NA	9	

D2. Is this a domestically owned or foreign owned business?

Domestic	1	(69)
Foreign	2	
DK/NA	9	

D3. Is this a family owned business?

Yes	1	(70)
No	2	
DK/NA	9	

D4. What was your company's total sales for 1988? (READ LIST ONLY IF NECESSARY)

$1 TO 5 million	1	(71-72)
$6 TO 10 million	2	
$10 TO 19.9 million	3	
$20 TO 29.9 million	4	
$30 TO 39.9 million	5	
$40 TO 49.9 million	6	
$50 TO 59.9 million	7	
$60 TO 69.9 million	8	
$70 TO 79.9 million	9	
$80 TO 89.9 million	10	
$90 TO 99.9 million	11	
$100 to 124.9 million	12	
$100 to 124.9 million	13	
$125 to 149.9 million	14	
$150 to 174.9 million	15	
$175 to 199.9 million	16	
$200 to 224.9 million	17	
$225 to 250.0 million	18	
Over $250 million	19	
REFUSED	X	
DK/NA	Y	

D4a. How many employees does your company have?

_____ (73-74)

THAT CONCLUDES OUR SURVEY. WE APPRECIATE YOUR TIME AND COOPERATION VERY MUCH.

TIME ENDED:_____AM[ ] PM[ ]

SCALE PROVIDED
USE WITH Q.7, Q.35, Q.36, Q.37, Q.39

Less than $1,000	1
$1,001-2,499	2
$2,500-4,999	3
$5,000-9,999	4
$10,000-14,999	5
$15,000-24,999	6
$25,000-49,999	7
$50,000-74,999	8
$75,000-99,999	9
$100,000-249,999	10
$250,000-499,999	11
$500,000-999,999	12
$1 Million to 4,999,999	13
$5 Million to 9,999,999	14
$10 Million to 24,999,999	15
$25 Million or More	16
NOT SURE/DK	X
REFUSED	Y